

B. U.

PRINTERS' INK

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A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXXVIII, No. 7 NEW YORK, AUGUST 14, 1924

10c A COPY



*Drinks may come
and drinks may go—*

BACK in the days when crinoline held sway and before big league stars bowed to shaving creams, the making of rootbeer with Hires Household Extract was an established indoor sport. And so deeply it gravated itself upon the public taste that, though unnumbered "drinks" have budded, bloomed and faded, Hires prestige remains unsurped.

It is fifty-five years since The Charles E. Hires Co., of Philadelphia, first won the favor of our lace collared and pantaletted forebears. In all this time the Hires formula has never varied. To-day other girls and boys whistle expectantly while bottles are filled, or rifle the ice box when mother is not looking.

For 43 years, except for one short recess, we have been telling and retelling the story of Hires' unchanging goodness. The splendid proportions of this client's business and the hold Hires has on the nation's affections are a splendid tribute to the inscription on our seal of service.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



OUR PLATFORM

At a meeting of the combined editorial staffs of THE STANDARD FARM PAPERS, the following editorial platform was adopted:—

- 1.—Better Country Schools.
- 2.—Happier Farm Life (Health, Conveniences, Recreation).
- 3.—Efficient Production.
- 4.—More Business in Marketing.
- 5.—A square deal in Taxation.
- 6.—Participating Citizenship (active interest in Government).

THE STANDARD FARM PAPERS have a very definite *mission* in the lives of over 2,000,000 farm families.

They have been identified with all the leading movements and programs for the betterment of the rural home and the farm business,—for generations.

The Standard Farm Papers

Progressive Farmer

Established 1886
Birmingham, Raleigh,
Memphis, Dallas

Wallaces' Farmer

Established 1895

Prairie Farmer, Chicago

Established 1841

Wisconsin Agriculturist

Established 1877

American Agriculturist

Established 1848

Pacific Rural Press

Established 1871

The Farmer, St. Paul

Established 1888

The Breeder's Gazette

Established 1881

Hoard's Dairyman

Established 1870

The Nebraska Farmer

Established 1889

The Farmer's Wife

Established 1900

Western Representations

STANDARD FARM PAPERS, Inc.
Wallace C. Richardson, Gen. Mgr.
Transportation Bldg.
Chicago, Ill.



Eastern Representations

WALLACE C. RICHARDSON, Inc.
95 Madison Avenue
New York City

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXVIII

NEW YORK, AUGUST 14, 1924

No. 7

How to Make 'Em Like the Straight-Commission Plan

More Money in It for Good Salesmen, If They Can Be Made to Understand—Drawing Account and the Old Slave System Have Points in Common

By C. C. Casey

EVERY sales manager has the salary and drawing-account problem. There probably isn't a red-blooded sales manager who likes the plan. Those who use it, do so largely because it is easier to get and keep fairly good men on the drawing-account plan, than on a straight-commission basis.

There is a lot of superficial thinking among salesmen. If you talked with 100 salesmen who favor the drawing-account plan, you would find that at least ninety-nine of them have somewhere in their thoughts an idea that every salesman is doing some educational or pioneering work for nothing, and that the drawing account gets him out from under.

You also would find this: All of them have the same quality that made most of the negroes satisfied back in the slave days. If the colored people had been given the vote, and the slavery issue left to them, they probably would have voted to continue the slavery system—they certainly would have if it had been ex-

plained to them that abolition meant every man on his own responsibility.

House rent free, no clothes to buy, plenty to eat, the family taken care of (on most plantations)—why cast off such a plan for one that makes it necessary to go out and shine shoes for dimes with which to pay the rent?

In building our own sales organization, we made an analysis of the kind of men we want. We agreed that we didn't want any slaves or patient old horses. We wanted red-blooded, up-and-coming salesmen. We wanted men who are willing to work for

every cent they get, and who want to know they are getting every cent they earn.

A salesman called me by telephone recently to ask for work. After telling me that he was a high-grade man, he asked on what basis we hired men.

When he learned that it was a commission proposition he lost interest immediately and said it wouldn't even be any use to come

"One of our big problems," said the president of a specialty manufacturing concern recently, "has been to make high-grade men realize that there isn't any other real plan for paying salesmen than on a straight commission basis."

In this article Mr. Casey tells of a method to make salesmen prefer to get paid by commission on sales, which has proved successful in actual practice.

out to see me, and then hung up.

I was exasperated for a moment. The man needed something to take away with him, and he had deprived me of the chance to give it to him.

Another chap who came to see me wasn't so lucky. When I saw his interest ebb away, on learning that it was a commission proposition, I changed the subject.

"How would you like to be a horse?" I asked him. "Say the old gray mare who pulls the milk wagon?"

"How would I like to be a horse? Why do you ask *that*?"

"They have a fairly easy time of it. They have no rent to worry about. They don't have to buy bonnets, or hair nets, for other horses. The grocer and the tailor never send them collection letters. They have plenty to eat, all the clothes they need, and a good place to stay when they aren't working. They don't have to take any responsibility. They don't really need any mental backbone at all."

A puzzled expression had come over his face, and this changed gradually to a suggestion of heat as he began to get the drift of what I meant.

"Backbone! You think I ain't got any backbone?"

"No more mental backbone than a jellyfish," I told him frankly. He flared up at that and shot off some pretty warm stuff, but he soon cooled down a little and tried to explain that he had a wife and two children, was paying on a home, and had to have a regular income.

"And you don't care how you get it, so long as you do get it," I shot at him. "You are living back seventy-five years behind the times. You are looking for a slave owner to come along and bid you off the auction block—to undertake to feed and clothe you, and your wife, and your children, in return for what you can earn for him."

"You don't care whether you get what you *earn*, so long as you and your family 'get along.' Of course, you want to be a 'classy'

slave. You want to be *well* fed, and *well* clothed, and have more than just a shanty to live in. But all the same you want to be relieved of all responsibility in connection with the feeding and clothing, and housing; dictating only the quality."

I could see it was pretty bitter medicine—but the other chap had hung up the phone on me, and had escaped *his* medicine, and this chap had to take it or run. I knew he wouldn't be worth his salt on our proposition anyway—though there was a bare possibility that I could stimulate some of his thought processes and cause them to stiffen into a semblance of backbone.

We don't want any salesmen on our proposition who have no backbone. We examine that part of his mental make-up first, and if he has no backbone, we either sell him one by driving home the points that stimulate his thought in that direction, or else we leave him on the auction block for some other house to bid on.

So while I could see that this man was getting restless, and that his chair had ceased to be comfortable, I gave it to him straight from the shoulder.

"What you want is to get *yours*, whether anyone else gets any or not. You have a notion that if you go out and fail to make sales, we in some way will profit by the spoiling of customers not sold, and that we should pay you whether you make good or not."

THE FAIR BASIS—GROSS SALES

"In the final analysis there is just one source of revenue out of which to take salesmen's salaries. That reservoir is the gross sales made by that salesman. You probably haven't really thought about it, and therefore you haven't consciously been trying to take an unfair advantage of other salesmen, but in reality you want to do one of two things:

"You want to earn more than you get, and thereby help pay the salaries of men who get more than they earn, or you want to get

How Much of That
\$1,000,000,000
Will You Get ?

BETWEEN now and Jan. 1st, 1925, the farmers and small town people will have \$1,000,000,000 *extra*, due to present crop and live stock prices.

Between now and Jan. 1st, 1925, sixteen issues of the Christian Herald are available. Through them you can reach over 200,000 farmers and small town families.

Rate { \$950 a page
 { \$1.50 a line

CHRISTIAN HERALD, New York, N.Y.

GRAHAM PATTERSON, Publisher Paul Maynard, Adv. Manager

more than you earn and let the other salesmen pay it.

"If you employed 1,000 salesmen and sent them out on a proposition that could stand a 10 per cent selling cost, and the sales were \$500,000 a week, then you could afford to pay those men \$50 a week. But if they were to get \$50 a week and for some reason sales were only \$300,000 instead of \$500,000, you would stand to lose \$20,000 a week. At that rate you wouldn't need a sales force very long—you'd need a business undertaker.

"So all the salaries of all the salesmen *have* to come out of that part of sales which can be used for commissions.

"You may be one of those chaps who think that since the commission is only 10 per cent, any excess cost can come out of the other 90 per cent. But it can't, because all of the other 90 per cent has its own load to carry: A 5 per cent net profit is a high net profit, and only a little excess cost can come out of that, and the balance has to come out of capital—and capital is pretty darn shy of propositions that are losing money."

I could see that it was a hopeless task, though, and I passed him up. I had relieved my own feelings a little, and possibly given him something to think about.

You can't sell a straight-commission plan in a two-minute lecture to a man who is dead set on avoiding responsibility by seeking a drawing-account job. The "lecture plan" is a hard proposition anyway. A one-sided argument seldom convinces anyone.

In our plan of getting the right kind of salesmen interested in our proposition, we have provided for the drawing-account artist by leaving him out of the arrangement; but we realize that a lot of otherwise good men are merely mistaken on the drawing-account argument, mistaught perhaps, and they can sometimes be reclaimed.

So now we give such men a talk built on the Question and An-

swer, or Objection and Answer plan. This is far ahead of the "lecture" plan, and is making most of the really worth-while men see the light.

The essential parts of the selling talk we use will interest any sales manager—any man who hires salesmen—and for the most part can be used without much change by any sales manager in his own sales organization work. The talk we give them is a reproduction of a conversation between two salesmen, one in favor of the drawing-account plan, and one against it.

"I like the commission plan, all right," says the salesman who is against the plan, "but I think there ought to be some salary, or at least a drawing account against commissions."

"What you mean, old man," replied the salesman who is against the drawing-account plan, "is that you like a *large* commission fine, but you like a *small* commission better."

"How do you get that? How could I like a small commission better than I like a large commission? You're kidding me!"

"No, you're kidding yourself. Don't you know that no concern can give you so much commission when you get a drawing account?"

"I don't see why not. What's the difference? They don't pay me any more."

"Well, you try getting into business for yourself, and then build two sales organizations, one on a large straight-commission, and the other on a small-commission-drawing-account plan, and see if the small-commission-drawing-account plan doesn't cost the house the most."

"How could it? If my sales are \$1,000 a week, and I got a straight commission of 10 per cent, how could that be any less than \$50 a week drawing account and the balance of the 10 per cent in commissions?"

"Well, suppose there were 1,000 salesmen and each was getting an average drawing account of \$75. How many of those salesmen

(Continued on page 151)

Starting with the November issue

*celebrating
our 25th Anniversary*

The **American Boy**
"The Biggest, Brightest, Best Magazine for Boys in All the World"

will be illustrated in color

Advertisers have choice of any color and black on color pages. Any two colors with cover positions. New size, $9\frac{3}{8} \times 12\frac{1}{8}$. 350,000 copies of November issue will be printed. Rate based on 270,000 net paid. Closing date, September 10th.

THE SPRAGUE PUBLISHING COMPANY

(Member A. B. C.)

Lafayette Boulevard

Detroit, Michigan

A Crusade against Nature's Pests *that leads* *to year-round sales*

FOR years Savage and Stevens firearms have been used by sportsmen who love bird and game hunting. Here is a substantial market—but one confined to a few months during the hunting season.

But right in North America are over thirty species of birds and beasts of prey—relentless destroyers of crops, poultry and wild game.

Through national publications the Savage Arms Corporation told the public about these pests, and furnished practical suggestions on how to keep down their ravages.

So carefully was this material compiled that enthusiastic letters were received from naturalists, government game protectors, and game lovers everywhere endorsing this movement.



Wolf—The fierce and crafty raider of sheep and cattle ranches. One single gray wolf was recently captured in Colorado with a definite record of having killed \$20,000 worth of stock.

J. WALTER
ADVERTISING

Hawk—The Goshawk, the Sharp-Shinned Hawk, and Cooper's Hawk are the three most destructive species. They constantly prey on valuable game birds, song-birds, and poultry. The United States Government naturalists advise that these merciless marauders be "destroyed by every possible means."



"Nature's Rogues' Gallery," the double page spread in the Saturday Evening Post, that formed the backbone of the campaign against nature's pests.

Dealer interest was aroused to such an extent that 20,000 broadsides about pests were hung up in firearm stores throughout the country.

Today, as a result of this new development for the use of firearms, the Savage Arms Corporation is enjoying the biggest and most stable sales period since the war.

The J. Walter Thompson Company has worked with the Savage Arms Corporation in developing the all-year-round use for firearms against the criminals of nature.

THOMPSON CO.

NEW YORK CHICAGO BOSTON CINCINNATI
SAN FRANCISCO LONDON

Don't Reproduce U. S. Postage Stamps in Advertising

Law Specifically States That It Must Not Be Done

Special Washington Correspondence

CONSIDERING the drastic prohibitions and heavy penalties, it is astonishing that the laws governing the reproduction of postage stamps are not better and more generally understood. Ignorance of the subject is widespread, even among postal employees. About six weeks before the new Air Mail Service was inaugurated, the writer was assured by an employee of the philatelic bureau of the Washington City Post Office that it was entirely legal to reproduce the series of special Air Mail stamps for illustrative purposes, provided the stamps were arranged or grouped in such a way as to prevent the photographing of any single stamp in its entirety. This was undoubtedly the erroneous information given out at many post offices throughout the country, since the Air Mail stamps have been repeatedly and extensively reproduced, a fact that is causing the postal and secret service authorities no end of trouble.

Despite any statement to the contrary and from whatever source, advertisers should remember that the law explicitly prohibits the reproduction by every method of unused or cancelled postage stamps, or any portion thereof, or anything that simulates them.

Paragraph 147 of the United States Criminal Code plainly defines postage stamps as securities of the Government. Paragraph 150 of the code then states, in regard to all Government securities, that whoever shall print, photograph, or in any other manner make or execute, or cause to be so reproduced, or aid in the reproduction of, any obligation or security of the Government, or any part thereof, shall be liable to a fine of not more than \$5,000, or imprisonment for a term not to exceed fifteen years, or both. The code also provides similar penalties for those who import such repro-

ductions, and whoever shall have or retain them in his control or possession.

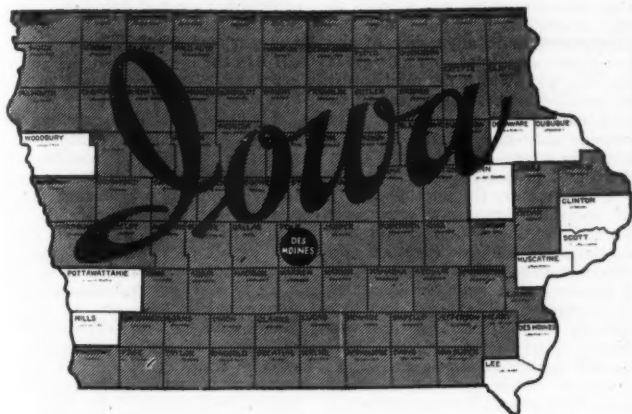
This may seem to be altogether unwarranted, or even ridiculous, to the advertiser who has nothing farther removed from his thought than criminal intent, and who has merely illustrated a package of his goods "stamped and ready for mailing" in his advertisements, or who has inadvertently reproduced a stamp in one or more of his illustrations. However, when several officials of both the Post Office Department and the Secret Service Division of the Treasury Department were interviewed, they offered an entirely reasonable explanation of the law and the Government's policy regarding the subject.

SECOND OFFENCES RARE

While ignorance of the law is no defense at court, the records of all such cases show that there is no unreasonable tendency on the part of the Treasury Department to prosecute those who ignorantly and with innocent motives violate the Criminal Code in respect to the reproduction of stamps, when such violations do not result in loss to the Government. Prosecutions are, in every instance, handled by United States District Attorneys, who are generally satisfied to warn first-offending advertisers and publishers with a statement of the paragraphs of the Criminal Code mentioned, and second offences are exceedingly rare.

The necessity of preventing all reproductions of stamps was emphasized for two principal reasons. In the first place, if stamps and simulations of stamps were widely photographed for advertising and publishing purposes, and the violations were winked at by the authorities, the enforcement of the law would soon be weakened and successful prosecutions of counterfeiters would be made more dif-

88 out of 99



Iowans Are Great Readers

They read a good many periodicals as well as books. But above all they prefer The Des Moines Register and Tribune. In 88 out of 99 counties the circulation of The Register and Tribune is greater than that of the leading national weekly magazine. The Register and Tribune is ahead in every shaded county.

Write for dot map

showing just where the 145,000 daily and 130,000 Sunday circulation of The Des Moines Register and Tribune goes in Iowa.

I. A. Klein, New York; Guy S. Osborn, Inc., Chicago; Jos. B. Scolaro, Detroit; C. A. Coar, St. Louis; R. J. Bidwell Company, San Francisco and Los Angeles.

ficult. Secondly, counterfeiters of stamps would be much more difficult to detect and to trace.

It is undoubtedly due to the sweeping prohibitions of the law that counterfeiting of stamps in this country is negligible and less frequent than in any other of the principal countries. The great rapidity with which the mails must be handled makes the detection of counterfeit stamps difficult, and considerable loss to the Government is saved only by the most drastic of preventive measures.

Until recently the photographing of foreign stamps was also prohibited in this country; but for many years stamp collectors and others have petitioned Congress for a measure that would allow them to illustrate all stamps in their albums and literature, and on March 3 of last year a bill was passed which modifies the penal laws, or rather specifies that the laws do not prohibit the reproduction of foreign postage stamps in black and white from plates, so defaced as to indicate that the illustrations are not adapted or intended for use as stamps. This act mentions the sections of the code which apply, and continues:

"Nothing in said sections shall be construed to forbid or prevent similar illustrations, in black and white only, in philatelic or historical articles, books, journals, albums, or the circulars of legitimate publishers or dealers in such stamps, books, journals, albums or circulars, of such portion of the borders of a stamp of the United States as may be necessary to show minor differences in the stamp so illustrated, but all such illustrations shall be at least four times as large as the portion of the original United States stamp so illustrated."

Although Congress, with this amendment, gave stamp dealers the privilege of reproducing foreign stamps in black and white from altered plates, it did not even give them the right to reproduce anything but that portion of United States stamp borders necessary to illustrate changes, and then on a four-time scale and only in their own publications.

The Government authorities insist that the laws be applied alike to everyone in the country, and that it is just as necessary, to prevent counterfeiting, to enforce the prohibition against the photographing and reproducing of stamps for any purpose whatever, as it is to enforce the laws against the photographing of money, bonds, or any other Government security.

Therefore it is obviously dangerous to use stamps for illustrative purposes. While it is possible that the thoughtless advertiser or publisher doing so may escape detection, it is highly probable that he will attract the attention of a district attorney, and it is possible that he may be required to defend himself in a Federal Court under a criminal indictment. In a case of the kind, not only the advertiser or publisher, but his printer, engraver and everyone who has assisted in the reproduction are liable, and, under the law, the making of every plate, with each duplicate and every print made from them, may be considered as a separate offence.

Buckwheat Flour to Be Advertised in Joint Campaign

Buckwheat cakes and other food items made from buckwheat flour will be advertised in a campaign which is planned by the Buckwheat Millers & Shippers Association, Elmira, N. Y. A fund is now being raised for this purpose. Plans call for the co-operative use of dealer display material, recipe books, etc. The association hopes by this campaign to encourage the raising of a larger fund for the purpose of conducting a consumer campaign. This advertising will be directed by the Charles C. Green Advertising Agency, Inc., New York.

Western Shade Cloth Company Appoints George Batten

The Western Shade Cloth Company, Chicago, manufacturer of window shades and shade cloth, has appointed George Batten Company as counsel in the advertising and merchandising of its products. Service will be given by the Chicago office of this agency.

Sonora Account for J. Walter Thompson

The Sonora Phonograph Company, Inc., New York, has appointed the J. Walter Thompson Company, New York, to direct its advertising.

These Men Know!

Advertising agencies make it their business to know markets—Read what they say about the new 1924 Milwaukee Journal Consumer Survey.

**The distribu-
tion, consumer
preference,
sales and per
capita con-
sumption of
branded and
bulk products
in all lines of
merchandise
are clearly and
concisely given
in The
Milwaukee
Journal 1924
Consumer
Survey.**

N. W. Ayer & Son,

J. M. MATHER, New York Resident Partner.

"—it seems to be the most complete thing of its kind I have ever had the privilege of studying."

George Batten Company,

N. W. EMERSON, New England Manager.

"—a very constructive piece of work. I certainly congratulate you on it. —we can use this report in a very practical way."

Franklin P. Shumway Company,

FRANKLIN P. SHUMWAY.

"—one of the most complete surveys that has ever been made."

Sehl Advertising Agency,

H. W. SEHL.

"—some of the facts you reveal are nothing less than startling. We can use it to great advantage."

Honig-Cooper Company,

C. R. NIKLASON.

"—the best piece of work of its kind we have seen."

The Eugene McGuckin Company,

E. N. LEVY.

"After carefully inspecting its contents we begin to realize the greatness of our obligation to you."

Henri, Hurst & McDonald,

N. F. SAMMONS.

"I have obtained from it some very helpful information."

*Read by more Milwaukee and
Wisconsin people than any
other publication in the world.*

**The Milwaukee
JOURNAL
FIRST- by Merit**

1,024,

[[*Buy It by . . .*

FOR the six months' period ending March 31, 1924...twenty-five Sundays...the Chicago Herald and Examiner's average net paid circulation was 1,024,788 per Sunday.

In other words an average of over 1,024,000 families in the Chicago Territory took the Herald and Examiner into their homes every Sunday from October 1, 1923 to March 31, 1924.

*CORRECTION—In Printers Ink the Herald and Examiner was

Chicago Herald

NEW YORK: 1819 Broadway

788★

[A. B. C.]

the Million】

The amount of money spent by the various members of these families during this period runs far into the millions. For their Sunday newspaper alone they spent \$2,561,970.

Your advertising placed before this responsive group will naturally be translated into sales.

Circulation Is Power . . .

"BUY IT BY THE MILLION!"

of August 7, the Sunday circulation of given as 1,039,624 through error.

and Examiner

SAN FRANCISCO: Menadnock Bldg.

Radio Readers for Radio Advertisers

One big outstanding "reason why" radio trade is booming in Chicago is the pioneer work done and continually followed up by The Chicago Daily News.

The Daily News was the first paper in Chicago to recognize the importance of radio and give it adequate representation in news and editorial matter. The Daily News is the *only* paper in Chicago that maintains its own radio broadcasting station—WMAQ—thus keeping in intimate touch with radio fans throughout the country, and talking to them in their own language.

In its own particular field, Chicago and its suburbs, The Daily News is "radio authority" among the 1,200,000 readers of its 400,000 daily circulation, who comprise the great majority of the financially competent households of this market.

By means of the radio department every day and every Saturday a special radio section, The Daily News creates and maintains a keen interest in radio. Advertisers are capitalizing this constructive interest in radio by placing their selling messages in

**THE
CHICAGO DAILY NEWS**

First in Chicago

Why Cannot Agricultural Prosperity Be Permanent?

It Will When Bumper Crops Are Sold Instead of Dumped

By Martin Hastings, Jr.

FOR the last two or three weeks the New York City markets have been glutted with farm produce, particularly potatoes, peaches and watermelons.

The potato situation is reported as being "desperate." The city is being flooded with early potatoes, which deteriorate rapidly and which cannot be all consumed before they spoil. During the week of July 13 to 19, nearly 400 cars of watermelons were in the Jersey yards, at one time. The present capacity of the market is about fifty cars a day. Cars containing 1,000 medium-size melons sold as low as \$100 or less than half the cost of the freight and handling. A news dispatch from Macon, Ga., states that Georgia peach growers have dumped 8,000 cars of peaches into the streams because of their inability to sell them. During the week they sold 2,000 cars at less than the actual freight charges.

The pessimistic situation depicted in the preceding paragraphs may seem to be out of harmony with the glowing accounts of ever increasing farm prosperity about which we have been reading of late. In reality there is no conflict between those two contrasting situations. The reports of the increasing prosperity in the corn, grain and cotton belts are absolutely true.

The weather is really to blame for both situations. After a cold, rainy spring, hot weather suddenly arrived and matured ripening fruit crops quickly and all at once. This made it necessary to market at one time a crop that usually can be sold over a period of a few weeks. This same weather has been helping the cotton and grain farmers. The hot, dry weather has so seriously impaired crop prospects in Canada, in parts of

this country, in Russia and in other portions of the world that it looks as though the unmarketable grain surplus that has been hanging over our markets for two or three years will disappear. Demand will exceed or at least equal supply and prices will once more ascend to a profitable level. Thus the millions of farmers engaged in raising the great agricultural staples will enjoy a period of prosperity not reached since 1919.

The weather, therefore, must be given credit, on the one hand, for giving a boost to several classes of farmers and on the other, a knock-out to other classes. Fortunately for the country those that have been helped number millions, whereas those that have been hurt number only a few thousand.

DUMPING IS NOT SELLING

The sad part, however, is that the position of these particular peach and watermelon growers would not have turned out so badly if they had used a more up-to-date selling system. In fact, they did not sell their crops at all. They dumped them. Dumping is not selling. Farmers in many sections are said to be turning to politics as a way out of their difficulties. But they will not find any help in that direction. A thousand La Follettes cannot help the farmer. He must help himself and the only way he can help himself is by learning to sell.

The farmer must stop dumping. It is ridiculous that farmers can make money on a crop only when there is under-production or a short crop. If there is a heavy crop, the surplus is dumped on big markets, such as New York City, which results in a glut in those markets. Prices are demoralized and neither growers nor distributors make any money.

Prices are determined by the surplus and the whole crop sells at the price of the glut.

This is totally unnecessary for the very good reason that even bumper crops can be distributed without serious gluts. A glut is merely poor circulation. It only occurs when a crop is badly distributed. I think I am safe in saying that there have never been enough peaches or watermelons raised in this country to satisfy the latent demand that exists. The majority of folks with whom I am acquainted have not tasted a fresh peach in any form so far this season (July 24). There are any number of towns where there has been very little peach distribution this year and that little has been offered at prices so high that incipient demand was nipped in the bud. Last year I did not taste watermelon. This year cherries were almost gone before I realized that the season had arrived. Pages of proof could easily be assembled showing that the latent demand for fruits and vegetables is seldom satiated. At times the people in some localities get more farm produce than they can consume. At the same time the people in other communities do not get enough of these products. Uneven distribution is the cause.

BETTER SELLING NEEDED

What is the remedy for uneven distribution? Better selling, is the answer. Those 400 cars of watermelons which arrived in New York City's terminals at one time, furnish us with a good example for analysis. It was the natural thing for watermelon growers to ship their crop to the best market. The trouble is that many watermelon shippers at the same time selected New York City as the most promising market. As a result too many cars were sent to New York. While I have no statistics from which to draw, it is a safe bet that hundreds of cities and towns in the United States that could use a car of melons received only small shipments from nearby jobbers. Almost any little town can use a car of melons. I've seen a single

retailer in a town of 7,000 people sell a car of watermelons on a Saturday morning.

Better selling can be attained in the farm produce business only through organized distribution. I am afraid it is a business which will not permit of much competition in distribution. Get a dozen rival shippers competing with one another, all trying to capture the best markets, and it is almost inevitable that they will glut those markets. And when the glut appears dumping will succeed selling. On this point Arthur R. Rule, general manager of the Federated Fruit and Vegetable Growers, Inc., recently spoke so interestingly that I am going to yield to the temptation to quote a few paragraphs from his address. He said:

"Every farmer knows, and to a lesser degree every enlightened city dweller knows, that the great problem facing the farmers of the United States is that of securing efficient distribution and marketing of their crops. Without a doubt the American farmer is more advanced, more progressive and more modern than the farmer of any other country in the world. But his efficiency as a producer, and the results of his modern farming methods, are largely in vain if he is unable to enjoy the benefits of proper marketing and distribution after his crop is produced.

"Before the development of co-operative marketing methods among farmers, their only method of disposing of their crop was to consign the products to the different cities; or to sell them to speculators or cash buyers who might be established in the various producing centres. Such methods have proved woefully ineffective. They have not given the farmers a compensation for their products commensurate with their efforts; they have not justified the introduction of more modern methods of agriculture which the American farmer has been putting into his business in the past generation.

"The answer to the old, ineffective methods of disposing of the

farmer's crop has been found in co-operative marketing; by which means a large group of farmers in given communities band together in one association for the purpose of doing collectively that which it is manifestly impossible for them to do separately and as individuals.

"In a desire to secure for themselves the most efficient and effective sales facilities in the consuming markets, a large number of co-operative associations have joined together in the creation of a national co-operative sales agency, which is known as the Federated Fruit and Vegetable Growers, Inc. The average local association is not sufficiently large to afford extensive sales facilities in the consuming markets. It cannot maintain city branches or employ experienced sales representatives, because of the fact that the seasons are short, and the tonnage of each association is limited. However, they can enjoy the full benefits of high-grade sales service, in all the markets, by joining with other co-operative associations, the combination of which furnishes an all-year-round tonnage from New Year to Christmas, and brings together a sufficient volume in total that permits of maintaining the most efficient sales machinery possible to create.

"The Federated Fruit and Vegetable Growers, Inc., entered the field as a national co-operative sales agency on January 1, 1923. There are some sixty local and district co-operative associations now members of the Federated marketing their entire tonnage of fruits and vegetables through this national sales organization. This tonnage embraces practically every item in the fruit and vegetable line; potatoes, apples, oranges, peaches, pears, watermelons, onions and many others. I can also add, 'Yes, we have no bananas'; for the reason that bananas are not produced in the United States, but come from the Central American countries. The territory from which these local co-operatives ship their products embraces practically

every State in the Union. In the past year of 1923, the total tonnage from these sixty co-operatives amounted to 33,000 carloads of fruits and vegetables representing a money value of over \$25,000,000.

"The Federated Growers is now maintaining sales branches and agencies in nearly 200 consuming cities and towns of the United States and Canada; as well as representation in foreign markets.

During 1923, the products of these sixty co-operative associations joined in the Federated Growers, were distributed and sold to buyers in 772 cities and towns of the North American continent, including sales in Canada and Mexico. Cuba, Great Britain, Scandinavian and South American countries also furnished sales outlets."

Mr. Rule makes it clear, I think, that the farmer can get adequate distribution for his produce only through co-operation. But co-operation, alone, is not enough. The farmers' association must be represented in all the principal markets of the country and shipments must be made to those markets only in accordance with the immediate needs of each community. During the shipping seasons these needs should be reported daily, by wire, to the association's headquarters by its representatives. This is absolutely the only way that gluts can be prevented. The old system of dumping a crop into a few big markets, regardless of the requirements of the markets, is a relic of the days of pioneer selling. Supposing the Campbell Soup Company took its annual production and during the course of a few weeks every year dumped it all into a few principal selling centres, sending, say, 1,000 cars to New York, 500 cars to Chicago, etc., and then let its representatives in these places get what they could for the cars! Well, that is exactly the way many kinds of farm produce have been marketed in the past.

Much has been written about the methods of the California Fruit Growers Exchange. It

it seldom made clear, however, that one of the principal reasons for the wonderful success of this organization is the way it broadcasts its shipments to every nook and cranny of the country. Cars are routed according to the daily telegraphic advices received from its representatives. This makes uniform distribution possible and prevents gluts. Thus the Exchange's advertising is backed up with thorough distribution. Demand that is created at Round-up, Mont., or Seneca Falls, N. Y., can be immediately satisfied. Before this system was used, there may have been a citrus fruit glut at Omaha and a dearth at Lincoln. An over-supply may have demoralized the market at Milwaukee, and a shortage sent prices soaring at Eau Claire. Many other associations are now using this California distribution plan or a modification of it.

When the peach growers, watermelon growers and others are fully organized and begin to distribute in this modern fashion, they, too, will not suffer when nature gives them an abundant crop. But they will have to advertise also. Their crops are highly perishable. They have to be consumed quickly. Advertising is, therefore, necessary to stimulate demand and to make it active at the moment the supply arrives. Too often in the case of perishable goods, a short season product comes and goes before people realize it is on the market.

Advertising, also, by keeping demand and supply fairly uniform tends to keep retail prices reasonable. I have noticed this year that out of the immediate zone of the glut, retail prices were uninfluenced by the surplus. Watermelons are selling from seventy-five cents to \$1, thus keeping people from buying who are reading daily of the big city markets being so glutted with melons that it is necessary almost to give them away. That is the way it always happens. The consumer benefits only in the immediate zone of the surplus. When distribution is well organized, not only the consumer profits, but

also the dealers and the growers.

The same system of organized distribution can be used by the growers of the great agricultural staples as well as by the agricultural specialists. There is no reason why the grain farmer should dump his crop after harvest and accept a price determined by the surplus then existing, whereas orderly marketing of the crop throughout the year would insure a better average price, even in years when the world's supply greatly exceeded world demand. The grain farmers are gradually getting around to this. Some such plan is back of the farmers' grain corporation, the organization of which was recently completed. That organized marketing is possible in the field of staples, has been proved by the American Cotton Growers' Exchange. Carl Williams, a farm-paper editor, showed 240,000 cotton growers of this country that they didn't have to dump their crop at harvest time. He showed them that they could sell it more profitably through organized co-operation.

Lord & Thomas Transfer

John Cole and Franklin Bell

John Cole, co-manager of the San Francisco office of Lord & Thomas, has been transferred to the New York office of that advertising agency.

Franklin Bell, of the Los Angeles office of the organization, succeeds Mr. Cole at San Francisco. Before joining the Los Angeles staff Mr. Bell was for several years advertising manager of the Sun-Maid Raisin Growers, Inc., Fresno.

In the management of the San Francisco office he will be associated with Dwight Jennings, who has been co-manager since the opening of that office.

Foreign Sales of "57 Varieties" Increasing

"We are just starting a new plant outside of London on twenty acres that we own," states Howard Heinz, president of the H. J. Heinz Company, Pittsburgh. "The first unit will cost about \$1,000,000. Our foreign business is 22 per cent better than last year, and our American business is also improving. Over the last three months the percentage of increase has been double what it was a year ago. We look for continued improvement in the next few months. We employ 10,000 people and are manufacturing in four countries."

Have you ever seen this chap before ?



MR. MICAWBER

He's the original of the manufacturer and business man whom you know that is always "waiting for something to turn up."

You will remember Charles Dickens in David Copperfield mentions this character whom he named "Mr. Micawber."

If Mr. Micawber were living today and were in business he would be making excuses for his lack of aggressiveness by saying some things like this:

"We hope to do good business after the election is over."

"Things will liven up a bit when the weather isn't so hot (or cold)."

"Business will be better if foreign affairs become settled."

Meanwhile alert business men are up and doing. Their products are being aggressively advertised and they are putting money in the bank.

In Philadelphia and suburbs there are more than three million people who are daily buying food, clothing, shoes, supplies of all kinds—their daily needs are being filled by the advertisers who are going to them while their competitors are "waiting for something to turn up."



The Bulletin goes daily into practically every one of the half a million homes in Philadelphia and its vicinity.

Average circulation 512,445 copies daily.

RECOG

CALIFORNIA
 Cumcock School of Expression, Los Angeles.
 Anna Head School, Berkeley.
 Hinchcock Military Academy, San Rafael.
 The Marlborough School, Los Angeles.
 Moore-Gaynor School of Dancing, Los Angeles.
 Page Military Academy, Los Angeles.
 Palo Alto Military Academy, Palo Alto.
 Pasadena Military Academy, Pasadena.
 San Diego Army & Navy Academy, Pacific Beach.
 Seale Academy, Palo Alto.
 Urban Military Academy, Los Angeles.
 The Westlake School, Los Angeles.
COLORADO
 Colorado School of Mines, Golden.
 Camp Kinnikinnick, Manitou.
CONNECTICUT
 Cochran School, Norwalk.
 Connecticut Froebel Kindergarten Training School, Bridgeport.
 Curtis School, Brookfield Center.
 Hillside School, Norwalk.
 Holmewood School, New Canaan.
 Miss Howe & Miss Maror's School, Thompson.
 New Haven Normal School of Gymnastics, New Haven.
 Roxbury School, Cheshire.
 St. Margaret's School, Waterbury.
 Fannie A. Smith Kindergarten Training School, Bridgeport.
 Suffield School, Suffield.
 Westminister School, Simsbury.
 Camp Chiqueoka, Bantam Lake.
 Camp Eastford, Eastford.
 Camp Mystic, Mystic.
 Camp Nebanic, Crescent Beach.
 Camp Wagoner, Bantam Lake.
 Camp Newash, Winchester.
WASHINGTON, D.C.
 Bliss Electrical School.
 Cherry Chase School.
 Colonial School.
 Columbia School of Drafting.
 Fairmont School.
 Gunston Hall.
 Immaculate Seminary.
 King-Smith Study School.
 National Park Seminary.
 Martha Washington Seminary.
 Marjorie Webster School of Expression and Physical Education.
DELAWARE
 Wesley College, Dover.

FLORIDA
 Cathedral School, Orlando.
 Miss Harris' School, Miami.
GEORGIA
 Miss Arbuth's School, for Deaf Children, Macon.
 Brenau College Conservatory, Gainesville.
 Georgia Military Academy, College Park.
 Riverside Military Academy, Gainesville.
 Laurel Falls Camp, Clayton.
 Camp Takeda, Gainesville.
ILLINOIS
 American College of Physical Education, Chicago.
 American Conservatory of Music, Chicago.
 Art Institute of Chicago.
 Bradley Polytechnic Institute, Peoria.
 Bryant & Stratton Business College, Chicago.
 Bush Conservatory, Chicago.
 Chicago Memorial Hospital, Training School for Nurses, Chicago.
 Chicago Normal of Physical Education, Chicago.
 Chicago Teachers College, Chicago.
 Chicago Technical College, Chicago.
 Columbia College, Chicago.
 Columbia College of Expression, & Physical Education, Chicago.
 Columbia School of Music, Chicago.
 Coyne Electrical School, Chicago.
 Elgin Academy, Elgin.
 Elmwood School, Chicago.
 Ferry Hall, Lake Forest.
 Greer College of motive Engineering, Chicago.
 Gladys High School, Chicago.
 Illinois College of Chiropractic, Chicago.
 Illinois College of Photography, Effingham.
 Illinois Woman's College, Jacksonville.
 The Balfour Johnston School, Chicago.
 Kenwood Loring School, Chicago.
 Lake Forest Academy, Lake Forest.
 Lyceum Arts Conservatory, Chicago.
 MacLean College of Music, Dramatic & Speech Arts, Chicago.
 Moler System of Colleges, Chicago.
 Morgan Park Military Academy, Chicago.
 National Kindergarten & Elementary College, Chicago.
 Northwestern University, Evanston.
 Orange Military Academy, Orange.
 Pestalozzi Froebel Teachers' College, Chicago.
 Michael Reese Hospital, Training School for Nurses, Chicago.
 Rockford College, Rockford.

St. Mary's School, Knoxville.
 Frances Shimer School, Mt. Carroll.
 Miss Spaid's School, Chicago.
 Sarrett School, Chicago.
 Thorpe Academy, Lake Forest.
 Todd Seminary for Boys, Woodstock.
 Varney Aircraft School, Peoria.
 Walton School of Commerce, Chicago.
 Western Military Academy, Alton.
 Northwestern University, Summer Session, Evanston.
INDIANA
 Calver Military Academy, Calver.

Camp Passagawanna, Brook. Brooks.
 Camp Piscataqua, Lobster Lake.
 Camp Runcion, Cambridge.
 Belgrade Lakes.
 Camp Sokolus, Bridgton.
 Camp Teconnet, China.
 Camp Winnecook, Unity.
MARYLAND
 Calvert School, Baltimore.
 Garrison Forest School, Garrison.
 Hood College, Frederick.
 Maryland College, Lutherville.
 Notre Dame College, Baltimore.

Powder Point School, Duxbury.
 Sargent School for Physical Education, Cambridge.
 School of Domestic Science & Art, Boston.
 School of the Museum of Fine Arts, Boston.
 Seashore Manor School, Halesite.
 Tabors Academy, Marion.
 Tenacre, Dana Hall, Wellesley.
 Wheaton College, Norton.
 Whitier School, Merrimac.
 Wilbraham Academy, Wilbraham.
 Worcester Academy, Worcester.
 Worcester Domestic Science School, Worcester.
 Bob-White, land.
 Cowasnot, th Falmouth.
 ington Summer sol, Boston.
 All Hall Summer sol, Boston.
 e's Crossing.
 Monomoy, in Harwich.
 Moquochocke, in Westport.
 ward Camp, it.
 Quanser, in Orleans.
 sch-Tuk Camp, infield.
 Yokum, Beckett.

Tupelo Academy, Miss.
MISSISSIPPI
 Kemper Military Academy, St. Louis.
 Lenox Hall, St. Louis.
 Lindenswood, St. Charles.
 Missouri Military Academy, Troy.
 Trowbridge School, Kansas.
 Wentworth Military Academy, Louisiana.
NEW HAMPSHIRE
 Clark School, Kimball Union Academy, New York.
 Camp Algonquin, Aquan Lake, Holderness.
 Camp Atkinson, Lake Umbagog, Meriden.
 Holderness Camp, Holderness.
 Camp Idlewild, Lake Umbagog, Lakeport.
 Mariarden, Princeton.
 Onispey Camp, West Ossipee, Peterboro.
 Sargent Club, Taft, Frost, Bennington.
 Camp Wernham, New London.
 Camp Winslow, Winnepesaukee.
 Windsor Mt. Gilead, Hillsboro.
 Winterset Camp, Lake Umbagog, Lake Umbagog.
NEW JERSEY
 Bancroft School, Hackensack.
 Blair Academy, Blairstown.
 Bordenstown Military Institute, Bordenstown.
 Centenary College, Hightstown.
 Freshfield Military Academy, Freshfield.
 Miss Gilder's Military School, Princeton.
 Kingsley School, Essex Fells.
 Newton Academy, Newton.
 Peddie Institute, Hightstown.
 Pennington School, Pennington.
 Princeton Prep School, Princeton.
 Rider College, Rider College.
 Riverside Academy, Ramoth.
 Rutgers Prep School, New Brunswick.
 St. Mary's School, Burlington.
 Wilson Military Academy, West Camp Mendocino, Laureton.
NEW MEXICO
 Los Alamos Real School, Otowi.
 New Mexico Military Institute, Roswell.
 New Mexico School of Mines, Socorro.

Over 500
 Schools and Camps
 advertise in
 The RED BOOK
 MAGAZINE
 because of its
 appeal
 to every member
 of the
 American family.

School, Franklin.
 University of Louisville, Louisville.
 School of Dentistry, Louisville.
 Trail's End Camp, Lexington.
MAINE
 Camp Abena for Girls, Belgrade Lakes.
 Bancroft Camp, Rockland.
 Bear Mountain Camp, Harrison.
 Camp Blake, Belgrade.
 Camp Blue Hill, Eastbury.
 Camp Boothbay, Boothbay.
 Camp Cochewick, Monmouth.
 Camp Eggemoggin, East Harpwell.
 Luther Gulick Camp, Schoharie Lake, South Canaan.
 Camp Hawsatha, Cornish.
 Camp Minnema, Monmouth.
 Camp Mor-ma-de-yo, Cornish.
 Norway Pine Camp, West Point.

of Secretarial & Executive Training, Boston.
 Hillbrook School, Newton.
 House in the Pines, Norton.
 Howard Seminary, West Bridgewater.
 Kendall Hall, Pringle's Crossing.
 Ladd Seminary, Andover.
 Lawrence Academy, Groton.
 Leland Powers School of the Spoken Word, Boston.
 Lowther, Groton.
 MacDuffie School, Springfield.
 The Mitchell School, Billerica.
 Mount Ida School, Newton.
 New England Conservatory, Boston.
 Northampton School, Northampton.
 Old Colony School of Secretarial & Business Training, Boston.
 Pose-Nissen School, Boston.

Michigan State Auto School, Detroit.
 Nazareth Junior College, Kalamazoo.
 Fairwood Camp, Torch Lake.
 Camp Leelanau, Grand Traverse Bay.
 Camp Neccanic, Baldwin.
 Pennington Camps, Interlochen.
 Camp Potawatamie, Gull Lake.
 Camp Tosebo, Manistee.
MINNESOTA
 Oak Hall, St. Paul.
 Pillsbury Academy, Owatonna.
 St. James School, Faribault.
 Shamrock School, Faribault.
MISSISSIPPI
 Gulf Coast Military Academy, Gulfport.
 Gulf Park College, Gulfport.
 Jefferson Military Academy, Washington.

Missouri Military Academy, St. Louis.
 Lenox Hall, St. Louis.
 Lindenswood, St. Charles.
 Missouri Military Academy, Troy.
 Trowbridge School, Kansas.
 Wentworth Military Academy, Louisiana.
NEW HAMPSHIRE
 Clark School, Kimball Union Academy, New York.
 Camp Algonquin, Aquan Lake, Holderness.
 Camp Atkinson, Lake Umbagog, Meriden.
 Holderness Camp, Holderness.
 Camp Idlewild, Lake Umbagog, Lakeport.
 Mariarden, Princeton.
 Onispey Camp, West Ossipee, Peterboro.
 Sargent Club, Taft, Frost, Bennington.
 Camp Wernham, New London.
 Camp Winslow, Winnepesaukee.
 Windsor Mt. Gilead, Hillsboro.
 Winterset Camp, Lake Umbagog, Lake Umbagog.
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 Bancroft School, Hackensack.
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 Centenary College, Hightstown.
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 Miss Gilder's Military School, Princeton.
 Kingsley School, Essex Fells.
 Newton Academy, Newton.
 Peddie Institute, Hightstown.
 Pennington School, Pennington.
 Princeton Prep School, Princeton.
 Rider College, Rider College.
 Riverside Academy, Ramoth.
 Rutgers Prep School, New Brunswick.
 St. Mary's School, Burlington.
 Wilson Military Academy, West Camp Mendocino, Laureton.
NEW MEXICO
 Los Alamos Real School, Otowi.
 New Mexico Military Institute, Roswell.
 New Mexico School of Mines, Socorro.

924 Aug. 14, 1904

GNITION

Fairfax Hall, Bear.
 Fushburn Military
 Academy.
 Waynesboro.
 Fort Ligonier Military
 Academy, Fort Union.
 Fort Loudoun Seminary,
 Winchester.
 Massachusetts Academy,
 Woodstock.
 Norfolk Country
 School, Norfolk.
 Randolph Military Academy,
 Front Royal.
 Schenckhorst Home
 School, Richmond.
 Southern College,
 Petersburg.
 Southern Seminary,
 Buena Vista.
 Staunton Military
 Academy, Staunton.
 Sullins College, Bristol.
 Virginia College,
 Roanoke.
 Virginia Intermont
 College, Bristol.
 Warren County
 School, Warrenton.
 Lake Pocahontas Camp,
 Meadown View.
 Camp Sequoyia,
 Lake Sycamore.
WASHINGTON
 Anne Wright Seminary,
 Tacoma.
 Hidden Cove Camp,
 Ellicott.
WEST VIRGINIA
 Alderson Academy,
 Alderson.
 Greentree Military
 Institute, Lewisburg.
 Greentree Camp,
 Alderson.
 Camp Terra Alta,
 Terra Alta.
WISCONSIN
 Evansville Seminary,
 Evansville.
 Grafton Hall,
 Fond du Lac.
 Hillcrest, Mrs. Davidson's
 School, Appleton.
 Lawrence Conservatory,
 Appleton.
 Layton School of Art,
 Milwaukee.
 Milwaukee School of
 Engineering,
 Milwaukee.
 Northwestern Military
 & Naval Academy,
 Geneva.
 St. John's Military
 Academy, Appleton.
 Wisconsin Academy,
 Beaver Dam.
 Bryn Afon Camp,
 Rhinelander.
 Camp Indolana,
 Madison.
 Camp Menasha,
 Winchesster.
 Camp Oshkosh,
 Trout Lake.
 Sandstone Camp,
 Green Lake.
 Springfield Forest Camp,
 Springfield Lake.
 Camp Wisconsin,
 Powers Lake.
ASSOCIATION
 Association of Military
 Colleges & Schools of
 the United States.
HAWAII
 Honolulu Military
 Academy, Honolulu.
TRAVEL
 Olympic Games Travel
 Tour.



Cars of all prices pick the same paper!

Manufacturers and local representatives of high priced cars, medium priced cars and low priced cars who used any newspaper space in New Orleans during the first six months of 1924, almost invariably used The Times-Picayune as their sole or preferred medium.

During this period The Times-Picayune printed 209,530 lines of passenger automobile display advertising. This was 45,846 lines or over 28% more than was printed in the other New Orleans papers *combined*. (This does not include display lineage on trucks, tires or accessories, nor automotive advertising printed under classified headings.)

Cadillac, Lincoln, Packard, Pierce-Arrow, Marmon, Peerless, Hudson, Hupmobile, Paige, Rickenbacker, Wills Sainte Claire, Jordan, Rollin, Chandler, Cleveland, Buick, Studebaker, Oldsmobile, Willys-Knight, Dodge, Essex, Overland, Chevrolet, Maxwell, Oakland and Ford are among the cars which used The Times-Picayune exclusively or used more space in it than in any other local paper.

The Times-Picayune

FIRST FOR THE SOUTH

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by Messrs. Cone, Hunton & Woodman, Inc. In San Francisco and Los Angeles by R. J. Bidwell Co.

Is National Advertising of Apparel a Waste?

An Answer to a Men's Clothing Manufacturer Who Claims That It Is

By Ed. Wolff

Manager of Sales and Advertising, David Adler & Sons Company, Milwaukee

IN his house-organ, under the title, "Declares National Advertising Is Negligible as a Reason for the Purchase of Men's Apparel," an important manufacturer of men's clothing takes the stand that national advertising of his garments would be "uneconomic and wasteful." Typical extracts from the article follow:

"National advertising is proved to be negligible, almost at the foot of the list, as a reason for purchasing articles of wear, either for men or women.

"Such was the statement of Dr. O. E. Klingaman, formerly connected with research work in the extension department of the University of Iowa, and now director of research and information for the National Retail Dry Goods Association. It was given out at this month's meeting of the National Advertising Group of the association and created quite an impression.

"We have always contended that the expenditure of huge sums of money for national advertising of brands of clothes is an uneconomic and wasteful practice. We believe that the consumer is entitled to clothing at prices which do not include such tremendous costs in advertising. We know that the trade is now realizing that our policy of manufacturing and distributing good clothes at the lowest possible prices—prices which do not include the big costs of national advertising—is the right one.

"Our clothes are doing their own national advertising by proving themselves to the consumer to have 'Fabrics and Workmanship, the best at the price; Style and Fit unexcelled at any price.' And we are frank to say that we could not give the unparalleled values we do if we spent huge sums in

the national magazines for advertising.

"Advertising, Dr. Klingaman's studies have proved to him, does not sell goods, outside, possibly, of the very largest cities. Shopping around brings people into the dry goods and clothing stores in the rest of the country. Show windows do that work in the cities, he said."

All right. But, we may ask, after people have been brought into the store as a result of shopping around or viewing the show windows, then what? What do they buy? What do they select in return for their money? That is the really important thing.

Let us assume a case. The Hon. John Squidgit finds his winter suit becoming rather uncomfortably warm during the balmy spring days. There begins to trickle into his consciousness the fact that he will soon be compelled to buy a new suit. He welcomes the opportunity. "Fine!" he exclaims to himself, "now I have another chance to shop around. Isn't that bully? Miss Tweedles, if any clients come in tell 'em I shan't be back this morning. I'm going shopping."

He goes blithely out on the street. Show window after show window passes under his scrutiny. Having satisfied himself of the places where he prefers to do his shopping, he goes from store to store, examining garments, trying them on, finding a slight fault with this one, criticising that one.

Finally, at the third store, he finds a garment that he believes will suit his requirements. Then he buys it, regardless of make, brand or retailer.

Is that a true picture? Does the Hon. John Squidgit go "show window shopping" in real life? As a matter of fact, isn't the

process generally more like this:

The Hon. Squidgit is sitting in his office with his coat off, because his winter suit, for quite a little while now, has been uncomfortably warm. This morning, just as he was grabbing his hat to leave for the office, the Hon. Mrs. Squidgit has said, "John, don't you come home tonight without that new suit. You can't wear this one any longer." So Mr. Squidgit, snatching a half-hour from more engrossing tasks, rushes over to Frank Brothers, Outfitters to Lad and Dad, and says, "Gimme a suit." The clerk, who has been waiting on the Hon. John for seventeen years, selects a blue one to be tried on. Then, laying that aside, he offers one, possibly two others. After which he comes back to the first selection, slips it once more on the august shoulders of the Hon. John, who says, "Is this a good suit for that price?" Whereupon the clerk, smiling assurance, replies, "Why, that's made by—" and he mentions any one of a half dozen well known brands. Says the Hon. Squidgit, "All right, I'll take it."

Which of these two pictures is truer to life?

Before we pass on to certain important facts, the result of male and female buying psychology, let us suppose one more case, along the lines laid out by Dr. Klingaman. We shall say that the Mayor of your town walks into a clothing store to buy a suit. Whether he has come as a result of advertising, or was influenced by the show windows or shopping around, makes no difference now. Here he is, ready to buy. The clerk says to him, "Mr. Mayor, here are two suits, both exactly alike, both priced at fifty dollars, one made by Dr. O. E. Klingaman, the other by Society Brand. Here are two more, just alike, at forty-five dollars, one from Klingaman, one from Hart Schaffner & Marx; or here are two others, quite identical, priced at thirty-five dollars, one by Klingaman, the other an Adler Collegian."

Now, regardless of which price-group he selects, which suit will the Mayor choose? Will he prefer a suit from Klingaman, of

whom no one ever heard as a clothing manufacturer, or will he buy a suit with a nationally advertised label in it? These questions seem to answer themselves.

True, in the article quoted, it is maintained that non-advertised clothing can, and thus probably will, be sold for less than advertised clothing of equal quality. However, that ground has been covered time and again; and the function of national advertising for reducing cost by spreading overhead over a greater number of units, and of lowering production costs by increasing volume, is familiar. Yet, if this unadvertised line really does offer better values, dollar for dollar, this should be more or less obvious to the consumer, which should lead to greater purchases; but then one wonders what has made that editorial seem desirable for publication in the house-organ. Since, in fact, the line is really a good one, the conclusion that the house's dealers have felt the lack of national advertising, and that this editorial is a reply to their questions, seems irresistible. But if the dealers sense a need for national advertising, what becomes of Dr. Klingaman's argument?

In this connection an incident that happened in my own office is illuminating. A seller of advertising art was soliciting our business. Seeing that I was looking at his suit, he opened the following conversation:

"Of course, I myself buy advertised clothing, but this doesn't happen to be one of your suits. But it is a good suit. It is a ——— Brand."

"How do you know it is a good suit?"

"Isn't it?"

"I didn't say it wasn't. You said it was. Is that fabric all wool?"

"I don't know."

"Is the suit in good style now?"

"I don't know."

"Does it fit you as well as it might?"

"I don't know."

"Is it a new pattern?"

"Gosh, I don't know. Isn't the suit any good?"

"It is. It is all right on all those

The George L. Dyer Company

42 Broadway, New York

76 W. Monroe St., Chicago

The Planters' Bldg., St. Louis



**Newspaper
and
Magazine
Advertising**

**Publicity and
Merchandising Counsel**

points that I asked you about. But you didn't know that enough to feel sure about it. What do you know about the suit, now that we come right down to it, except that it is a ——— Brand?"

And he confessed that all he knew about it was his confidence in the label. And this leads us to the buying habits of the two sexes.

Any student of marketing knows that, in any sizable community, where you find one department store you find three. In a rather small city three may be the total number. In a city like Milwaukee, or Chicago, or New York, where the population is divided into intra-city communities, or neighborhoods, the same condition prevails. In a section where one department store can flourish, three can prosper; and there one finds three. There is no explanation for this, unless it be that it is inherent in a woman to want to shop at three places before committing herself to an important purchase. And that this is the true explanation is indicated by the fact that in such localized communities if one (say) millinery store does nicely there will be attracted two others; and so with almost all lines involving a purchase of some size.

But not so with your man. Omitting the few exceptions that enter into any generalization, the man much prefers to buy from the first store that he enters. It is most embarrassing for him to leave a store without making a purchase. More men than might care to admit it buy things that they do not especially like, rather than go out without buying. Shopping is no delight for a man. Universal experience proves this.

And the man ordinarily buys from the same store, or the same clerk, or selects the same brand, over and over again. Advertising, therefore, does not secure from him a correspondingly immediate action, as it does from women; but his response, once inaugurated, is more habitual. This was beautifully illustrated about a year ago, during the newspaper pressmen's strike in New York. *The Daily News-Record*, devoted to trade news of men's wear, re-

ported at the time that the department stores, during the period when no newspapers were being published, suffered a far larger proportionate loss of volume than did the men's stores. Women, who respond to advertising quickly, but who like to shop, seemed to have little stimulus to come to the shopping centres; while men, who buy when they find a need for the article, kept on with their usual volume, almost without diminution.

MEN ONCE SOLD REMAIN LOYAL

Some allowance must be made for the "on sale today only" character of department store advertising; and for the fact that local advertising is not national advertising. Yet the fact remains that the men habituated to buying nationally advertised merchandise kept right on buying it, thus upholding the contention that once sold on a brand their patronage is ordinarily loyal and consistent.

What manufacturer would want a better asset for his product than a great number of people who consistently buy it over and over again? Yet if men do remain loyal buyers of a brand of clothes on which they have been sold, which is wiser—to trust to luck and the retail clerk that the maker's name or label will be called to the customer's attention, or to sell the customer direct, through national advertising? If the answer to this question be in doubt, anyone can test the response by asking, the first time he is in a group of men, for the names of three nationally advertised brands of clothing that are trustworthy and names of three unadvertised brands which are equally trustworthy. The man, not in the trade, who can name three reliable unadvertised clothing lines is most rare. This being so, how can men be sold on a line or label, so inexpensively, so thoroughly and so universally as by national advertising? The customs of the clothing trade have given the answer. And these customs are the outgrowth of carefully tested and costly experience.

(Continued on page 139)

IN Indianapolis, The News is the big, sane, conservative, constructive, powerful newspaper. Ask any Hoosier to name Indiana's greatest newspaper! Because The News is *editorially* the dominant Indiana newspaper, it is first in circulation, and the first and greatest advertising medium, both in volume of space carried and in results per dollar invested in advertising.


The Indianapolis News

FRANK T. CARROLL, *Advertising Manager*

New York Office
Dan A. Carroll
110 East 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

For fifty-four years Indiana's greatest newspaper



A Dream Home to encourage building in the 49th State

St. Louis **Globe**

F. St. J. Richards - - New York
Guy S. Osborn - - - Chicago
J. B. Scolaro - - - - Detroit

St. Louis **arg**



HERE'S the Globe-Democrat's latest big project. . . . A demonstration home built, brick by brick, before the eyes of interested home-builders. Every step explained in editorial columns. . . . Every item of construction discussed. . . . Every building problem analyzed.

It is expected that 300,000 people will visit The Dream Home. . . . And even more will follow its progress in our columns.

Here's an advertising opportunity for everyone who sells anything for the home, or the lawn, or the garage.

It's a big opportunity. One advertiser made \$6,000 worth of sales in three weeks because of the interest in The Dream Home.

Write for The Dream Home Book.

The Democrat

Largest Daily

C. Geo. Krogness - San Francisco
Dorland Agency, Ltd. - London

TO SELL RADIO IN CHICAGO

Appeal to a Radio Audience

Make Radio Sales to Radio Readers by advertising in the ONE publication made for them EXCLUSIVELY

THE CHICAGO EVENING POST RADIO MAGAZINE

16 Pages or More
Every Thursday
100% Radio

Every copy a direct hit. No waste. No duplication. Convenient tabloid size. Retained permanently in the homes of radio readers. FIRST on all important radio schedules. If you have not received full data write at once for rate card and sample copy.



Page Size 10% x 16%

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

**BROADCASTING
ON 370 M. W. L.**

in Co-operation with
Edgewater Beach Hotel
Call Letters WEBH

**THE CHICAGO
EVENING POST**

**"Chicago's Best and
Cleanest Paper"**

National Representatives
KELLY-SMITH COMPANY
Broadway at 34th St., New York
14 E. Jackson Blvd., Chicago

A Merry Christmas Awaits a Big Retail Outlet

The Grocery Trade Is to Be Shown That Like the Jeweler It Can Have a Real Share of Christmas Buying

THE Tao Tea Company has been dispelling illusions since it began business a little over a year and a half ago. In fact its mere act of appearing on the market in a national way broke down one of the hard-shelled traditions in the tea business. Ever since tea became a commercial factor in this country the tea wiseacres had believed in a perfectly good and reasonable illusion. They "found" that different sections of the country drank different kinds of tea. One section was a green tea section, another leaned toward black tea, another was fond of "pink teas" and so on up and down the rainbow. So when Tao Tea came upon the market with its unique method of selling but with only one kind of tea these wiseacres, with one accord, predicted failure. "How can it be otherwise?" they said. "One kind of tea cannot possibly satisfy, therefore the company cannot even hope for a national market. Of course, it may succeed in a small way, sectionally, but that will be all."

But the Tao Tea Company did not believe in traditions or precedents. Within six months Tao Tea could be found in all of the jobbing centres in every State in the Union. It didn't matter whether it happened to be a green tea State or a black one, it was all the same to Tao.

Now this company is about to dispel another illusion, to break into little pieces a world-old tradition in the grocery field—the belief that the Christmas holidays are principally for those stores which logically belong in the holiday class, the jewelry and department stores and so on, but not for the grocery to any appreciable extent. True, grocers sell an extra amount of candy, nuts, raisins and fruit and go in for trees and their stands at that

time, but as a real, honest-to-goodness Christmas proposition grocers do not consider their stores to amount to much. Most of the stuff they push during this period is extra and the chances are usually in favor of having quite a bit left over at the end of the season—trees to be burned, their stands to be put away in the cellar for the next year, etc. All of which means profits on the ash heap and in the cellar instead of in the bank. Grocers have been accepting this condition for years.

AROUSING A FIGHTING SPIRIT

A broadside, urging grocers to take advantage of the Christmas buying, will be sent to both wholesalers and retailers. This broadside points out in no unmistakable terms the fact that grocers have been overlooking a tremendously valuable sales opportunity. The first thing that strikes the eye is the statement that, "Every grocer lost a profit opportunity last Christmas. He carried many an account for credit—people who could find plenty of 'ready cash' for 'green jewelry,' 'gim-cracks' and knick-knacks, 'gifts' of indifferent value and a lot of other tomfoolery. Because his merchandise does not ordinarily fall into the 'gift' class outside of nuts, oranges, raisins, ginger, Christmas trees and stands, he was 'out in the cold' literally and figuratively. Other merchants got many of his dollars that could have been paid on 'charge accounts' or rung up on his cash register because he was not equipped to fight for his dollar when the orgy of Christmas spending was on. We must help this grocer."

The balance of the broadside is devoted to an explanation of the Christmas plan, showing cuts of the Tao Tea window display, a picture of six Tao caddies piled in a pyramid with a red ribbon and

a sprig of holly. Reproductions of the fall consumer advertising which puts Tao in the gift class are also shown. And at the end of the message are these words: "Let's really help our grocer friends." Following the broadside will be a series of advertisements in the trade papers driving the plan home.

The company employs twenty-five traveling salesmen and these men will be instructed to spread the idea wherever they go. A talk has been prepared for them to deliver to meetings of jobbers' salesmen which will go into the subject thoroughly. In addition to working with the jobbers the salesmen will call upon the retail trade just previous to the opening of the holiday buying season and do what they can to help the retailer dress up his store, building pyramids, arranging the baskets, dressing windows, etc.

The tradition smasher and illusion dispeller stands a pretty good chance today of succeeding in a big way, provided, of course, he has a good product and uses common sense. Because the Tao Tea Company went ahead against the established precedents of the tea trade it was able to gain a foothold in the industry in a surprisingly short period. Today its plant up in the Connecticut hills is running full time turning out over 225,000 tea balls with one kind of tea each day.

Jacksonville, Fla., Planning 1925 Campaign

A campaign to advertise the advantages and opportunities of Jacksonville, Fla., will be conducted during 1925. The city council has appointed an advertising fund committee to raise funds for this campaign. This committee will have the co-operation of a special committee which has been appointed by the Jacksonville Advertising Club to assist in the work of obtaining subscriptions and in planning the advertising. Frank W. Norris, of the Barnett National Bank, is the chairman of this special committee.

Joins "All-Sports Magazine" Staff

Gray Crane, formerly of *Industrial Digest*, has been appointed advertising director of *All-Sports Magazine*, Chicago.

How Do You Pronounce "Lineage"?

CORNELL UNIVERSITY
ITHACA, N. Y.

Editor of PRINTERS' INK:

Before the word denoting "the quantity of printed matter calculated by the number of lines," gets set in the language, it deserves a bit of discussion.

This word usually is spelled with seven letters thus, "lineage"; it is always pronounced in two syllables with the accent on the first. The spelling given by the best dictionaries, such as Webster's and Standard, is "lineage"; although both mention "lineage" as obsolete, or variant, or both.

The only definition under "lineage" has to do with descent in a direct line of ancestry; and this word has three syllables. The "i" is a short vowel, as in "pin" and not the long vowel as in "line."

Let's be definite and brief and keep one good two-syllable word, "lineage," for advertisers and publishers, and leave the other three-syllable word "line-age" for the genealogists and pedigree-hunters.

BRISTOW ADAMS.

IN the dictionaries the word "lineage" has but one meaning and that pertains to "the ancestral line of consanguinity." This is as far from "lineage" as apples from wheelbarrows. And yet custom or habit is so strong that we still persist in putting an "e" where it isn't wanted. Do we hear any further opinions on the subject? —[Ed. PRINTERS' INK.]

A. E. Priest Joins Greensboro Agency

Arthur E. Priest has become a member of the staff of Tuttle, Greensboro, N. C., advertising agency. He was formerly sales manager of The Standard Register Company. More recently he has been district manager of the Dayton, Ohio, office of The Blaine-Thompson Company, advertising agency.

Has B. C. Ames Company Account

The B. C. Ames Company, Waltham, Mass., maker of dial gauges, bench lathes and precision machinery has placed its advertising account with Frank H. Jones, Boston advertising agent. Trade and technical papers will be used.

Boston Agency Changes Name

The Ernest J. Goulston Advertising Agency, Inc., Boston, has become The Goulston Company, Inc.

Eugene M. McSweeney has been elected vice-president of this agency.



© Vogue

IN WOMEN'S WEAR

IN 1924, as in each of the last ten years, Vogue carries more women's wear advertising than any two other women's magazines combined.

Outer apparel, underwear and lingerie, corsets and brassieres, hosiery, shoes, gloves, millinery, fabrics.

Year after year, in Vogue's editorial pages, Vogue's readers see a complete review of women's wear fashions—900 pages annually.

Year after year, in Vogue's advertising pages, Vogue's advertisers present a complete review of quality women's wear—750 pages last year.

This editorial and advertising completeness is one of the chief reasons for Vogue's popularity among women and its productivity for advertisers.

In 16 classifications, Vogue leads all women's magazines in volume of advertising.

VOGUE

One of the Condé Nast Group

Right of Public Utilities to Advertise Upheld by Commission

SHALL a public utility company be permitted to spend money for advertising in the newspapers? This was a question which was put before the Public Utilities Commission of Connecticut for determination. The defendant in the case was the Stamford Gas & Electric Company and the complainant was the City of Stamford.

A petition was filed with the Commission by Mayor Phillips protesting the right of the Stamford company to spend money for newspaper advertising. This advertising was of an educational character and explained the company's system of charging for gas service. An unusual incident in the case was the fact that the mayor himself is publisher of a newspaper in which this advertising appeared.

Advertising justified its expense, contended the company's attorney, by clearing the public mind of false impressions which reacted to the detriment of the company. Referring to copies of the advertisements used which were submitted to the commission, the attorney said: "We had to meet statements made in political speeches, in messages to the council, and in various other ways. What has been the result? People have begun to understand our rates. People come to us and ask, 'Why did you not do it before?'" In his testimony the mayor said he had no objection to the company advertising if the cost of it came out of the officer's salaries.

Chairman Higgins of the Commission rendered the decision, which said in part:

"The experience and observation of this Commission has been that frequent complaints by patrons in matters relating to utilities are due to the omission of the utility to provide intelligent information.

"This Commission has always advocated a proper amount of publicity on the part of utility

companies in order that their patrons may be informed in a general way as to operating and financial conditions as affecting the rate-payers.

"A fair and frank statement by a utility on controversial questions will assist in maintaining a relationship of good-will and co-operation between the company and its patrons. While there is, of course, a financial limit to which a utility should not go in the matter of publicity, the Commission does not find in the instant case many facts which would warrant its intervention. For the reasons stated herein, the petition is dismissed without further action on the part of the Commission."

Honig-Cooper Buys Portland Agency

The Joseph R. Gerber Company, Portland, Oreg., advertising agency, has been bought by the Honig-Cooper Company, Inc., advertising agency of San Francisco. The business will be continued under the name of the Honig-Cooper Company as its Portland office. Joseph R. Gerber, who has become vice-president, will be manager.

Becomes Advertising Director of Milwaukee "Sentinel"

T. L. Lenehan has become advertising director of the Milwaukee *Sentinel* and the *Sunday Sentinel-Milwaukee Telegram*. He was formerly local advertising manager of the Chicago *Herald and Examiner*.

A. A. Dole Joins Albert Frank Agency

Arthur A. Dole has joined the Boston office of Albert Frank & Company, Inc., advertising agency. He was formerly with *Hearst's International* and E. R. Crowe & Company, New York.

1900 Washer Account with Cleveland Agency

The 1900 Washer Company, Binghamton, N. Y., washing machines, has placed its advertising account with The Nichols-Evans Company, Cleveland advertising agency.

Leaves Yale & Towne

F. C. Eibell has resigned from the advertising department of The Yale & Towne Manufacturing Company, Stamford, Conn., where he had charge of technical advertising.

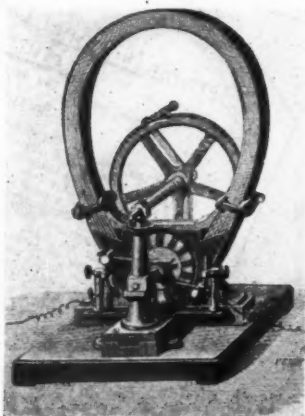
A great and romantic story

THE great and romantic story of the birth and growth of the electrical industry appears in the 50th Anniversary Number of *Electrical World*, published September 20.

Here the story of electrical development will be told by men who have played important parts in this greatest industrial drama of all time.

In addition to the articles of these men, the editors of *Electrical World* will present an analysis of the formative period of electrical development and will forecast future trends and opportunities.

The advertising pages will show the evolution of apparatus and equipment as a major influence in the swift progress of the electrical industry during the past fifty years.



The First Dynamo. Built About 50 Years Ago, Generated a Quarter-Horsepower

Electrical men, here and abroad, are looking forward to this 50th Anniversary Number of *Electrical World*.

Advertising forms close September 10.

2

The 15 McGraw-Hill engineering, industrial and merchandising publications serve the men who buy in the following fields:

Electrical: *Electrical World*, *Electrical Merchandising*, *Electrical Retailing*, *Journal of Electricity*.

Construction and Civil Engineering: *Engineering News-Record*.

Mining: *Engineering & Mining Journal-Press*, *Coal Age*.

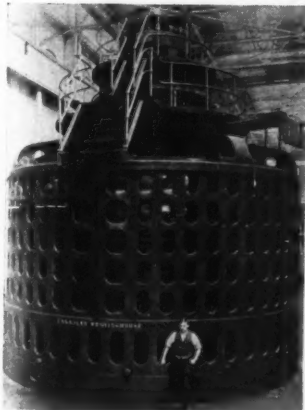
Transportation: *Electric Railway Journal*, *Bus Transportation*.

Industrial: *American Machinist*, *Industrial Engineer*, *Power*, *American Machinist* (European Edition), *Chemical & Metallurgical Engineering*.

Engineering in Spanish-Speaking Countries: *Ingenieria Internacional*.

Electrical World

A.B.C. A McGraw-Hill Publication A.B.P.
Tenth Avenue at 36th Street, New York



*The Largest Generator Built Today
Generates 70,000 Horsepower*

Getting National Distribution in a Hurry

How Boyce-ite Did the Job in Eight Months
By August Belden

GETTING national distribution in a hurry is a pleasant little task being tried today by a number of manufacturers. To do it requires, first, a good product; second, top-notch merchandising and advertising ability and then, last but not least, quite a substantial sum of money. All three of these things are essential if the job is to be done successfully. It isn't a hit-or-miss kind of proposition looks easy although the thing looks easy from the outside.

Looking over the list of products that have "gone over big" in the last few years we can find quite a number which have had national distribution in a very short time. One of the best examples is the case of Boyce-ite.

thinking, hard work and good advertising; plenty, of course, of each. The first month's advertising amounted to \$900; the year's appropriation will run into six figures, but the increases in advertising expenditure along with the increases in advertising expenditure.

Hartford, Conn., was selected as the try-out city because it is more or less isolated from any other large trading centre and results could be checked. The selling a productive trade.

From Printers Ink
July 31 —

Reproduced by Permission.

Harrison Boyce, President, Boyce & Veeder,
Manufacturers of Boyce-ite.

Dorrance and Sullivan Co., Advertising Agents.

Cosmopolitan's
Trading Center
Principle of Market-
ing was used in
the Boyce - the plan
of national distribution

Cosmopolitan^{35¢}

In any scheme of national distribution certain points constitute a Primary Market. To cover these points Cosmopolitan is unquestionably a Primary Medium.

Oklahoma's bumper crops

mean heavy buying this fall and winter

With better yields, qualities and prices than since 1920, Oklahoma crop conditions are all that could be desired.

The increase in income Oklahoma farmers will receive from wheat, corn, oats, and barley will be approximately \$37,000,000, and at present market prices the expected cotton crop will exceed 1923 by about \$53,000,000! These figures do not include the less important crops, fruit, and livestock, all of which will yield better-than-average returns.

Seldom before have the farmers of Oklahoma been more able financially to indulge their desires for better farm equipment and new, more extensive home and personal comforts.

The advertiser who seeks the gigantic Oklahoma farm market is fortunate in having available a single medium, the *Oklahoma Farmer-Stockman*, with which he can cater to both the business and home needs of 145,000 Oklahoma farm homes.

**The OKLAHOMA
FARMER-STOCKMAN**
CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

The Oklahoma Farmer is now consolidated
with the Oklahoma Farmer-Stockman

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

THE ONLY FARM PAPER IN OKLAHOMA

Manuals That Teach Retailers How to Get More Business

Different from Clerks' Manuals—Aim to Get New Dealers as Well as to Help Those Already on List

By E. B. Weiss

"WE are not so much interested in how much our dealers *buy* from us, as in how much they *sell*," says the Daniel Green Felt Shoe Company.

And there you have the reason for the retail sales manual.

Daniel Green has one. So has the American Laundry Machinery Company, the National Enameling & Stamping Company, the Florence Stove Company, Bernhard Ulmann Co., The Coffield Washer Company, U. S. Light & Heat Corp., California Fruit Growers Exchange, Globe Stove & Range Company and seventy-five or 100 other prominent concerns.

Yet, comparatively little has been said about them, and, even though 100 or so may be in circulation, comparatively few manufacturers are using them.

Why were they brought into existence? What is their purpose? Here is how the Daniel Green company answers these questions:

"No business can continue to exist without profits. That is why we are continually looking past the dealer to his customers. That is why we are always thinking in terms of making our goods preferred by the ultimate consumer.

"We start with the quality we build into the slippers themselves. Then, we tell this story of superior materials and workmanship, in terms of greater satisfaction and longer wear, to the women of America through our national advertising. On top of this we give our dealers a service which enables them to connect up with this national good-will we have built so carefully for Daniel Green Comfy Slippers."

It is important to distinguish between the retail sales manual and clerk manuals. The former is written almost solely for the merchant. It does not stop with

instructions concerning construction of merchandise, sales arguments, and similar information for across-the-counter use. That may be a starting point, but there are many other subjects of a more fundamental nature which are discussed before "Finis" is written to the retail sales manual. Frequently, one company will publish both a retail sales manual and a clerk manual, which emphasizes the distinction between the two. The American Laundry Machinery Company does this. One booklet is entitled: "How to Get More Laundry Business in Your Town." That is for the laundry owner. The other is called: "How to Get More Customers on Your Route," and is for the laundry driver-salesman.

A DOUBLE PURPOSE

The retail sales manual is used for the purpose of securing new dealers as well as with the idea of improving the selling ability of customers already on the books. The U. S. Light & Heat Corporation employs its book, "How to Build a Profitable Battery Business," in both ways. When a USL salesman calls on a prospective distributor he tells the dealer he has come to explain the USL merchandising plan and not merely to sell batteries. As a result the salesmen are finding it much easier to interview prospects.

Now let us examine the retail sales manual. Like the book of instructions for the manufacturer's salesmen, the retail manual generally has some sort of preface or introduction. This is not, obviously, the most important part of the book. Somehow, though, a book without an introduction, seems to be minus something. Consequently, it is well to include one in the retail sales manual.

What shall be said in this pref-

ace? Perhaps the following introduction to the American Laundry Machinery Company's manual will be suggestive:

Some day, if you are as other men, you will want more business.

Maybe it will be a new service that you'll want to announce.

Or perhaps you will want some original way of advertising curtains, or blankets, or family service.

Or most likely you will want to reach out and cash in on some of that wonderful opportunity that awaits every laundry-owner.

This pamphlet contains suggestions that will help you—suggestions for sales letters, door cards, postcards, wagon banners, bundle inserts, window displays, newspaper advertisements.

Read it carefully and you will be well repaid. Give particular attention to pages 26 to 29.

Then file it away for permanent reference. It is something that will appeal to every laundry-owner who wants to see his business grow.

The last paragraph in this introduction is significant. The retail sales manual should not be written with the thought that it is going to be read just once and then thrown away. Although it is undoubtedly true that even a single reading of a well-prepared manual would prove enlightening to most retailers, the book has only begun to serve its purpose after the first perusal. It should be filed away, to be referred to each time a perplexing problem arises or each time a new, business-creating idea is being sought. Naturally, the use of the manual for reference purposes affects the choice of material included in it.

After the introduction there may be a picture of the factory. It won't cause any harm. Nor will it accomplish much good.

Then comes the table of contents. A book without an index is like a puzzle without a key to its solution. The index can be simply a list of the subjects as they are treated in the book, with the proper page number next to each topic, or, it can be made of greater value by grouping the subjects so that any desired information may be even more quickly located. A manual rarely has both a table of contents and an index. The two are combined and appear in the front of the manual, both as a guide concerning the informa-

tion one may expect to find in the volume and as a method of ready reference.

Every effort should be made to make the book attractive and easy reading. Most dealers do not find time to hang heavily on their hands. In fact, because he is not generally able to delegate work to others, the average merchant is usually busy from early in the morning until late at night. It is highly important, then, if he is to be induced to read and consult a book of forty-eight pages or so—which is the average length—that close attention be paid to achieving readability. Illustrations should be used liberally, and a few humorous pictures or cartoons, here and there, would not be amiss.

The main thing to avoid is a tendency to make the manual too heavy. It is far better to write the book in almost a light vein, than in a weighty style. When a picture can explain a point, use one. When forms are being described, run a reproduction of them. Don't permit the reader to wrinkle his brow in order to understand the message you want to convey. Clarify. Simplify. Do as one sales manager did—get hold of a particularly good dealer friend and read the first rough draft to him. There isn't a better method of finding out what to eliminate and how to make every sentence easily understandable. Paragraphs that sounded mighty fine when they were written will have a false ring when they are read to a retailer. The criticism obtained in this fashion may be rather harsh at moments but the outcome will be a manual that will not only be read and then filed away, but read again and again.

What shall the retail sales manual contain?

Here is the table of contents of "Successful Retail Selling," distributed by the National Enameling & Stamping Co. The page numbers are also given to indicate the amount of space given to each topic:

1. <i>Rapid Stock Turnover</i>	Page
Some Rules for Successful Merchandising	2
Know Your Business.....	2-3



All Velvet and a Nation Wide

FOR those advertisers who sell their merchandise through department stores and specialty shops the

Trade Service Supplement

of Harper's Bazar offers this unusual service:

It takes their advertisement from the October Harper's Bazar and carries it directly before more than seven thousand buyers in the best stores.

And this service is really all "velvet" because the October Harper's Bazar in itself gives value-plus in its effect upon fashionable women. For it is the Annual Fall Fashion Number.

Yes, all velvet, and a nation wide, because the leading stores throughout the country receive the Trade Supplement.

*Still two weeks for copy.
First forms close August 25th.*

Harper's Bazar

2/- IN LONDON

50c

6fr. IN PARIS

	Page
Keeping Records.....	3-4
Figuring Profits.....	5
Turnover.....	6
2. <i>Intelligent Buying</i>	
Study Local Conditions.....	7
About Stocks	
Keeping Up-to-Date—Completeness.....	7
The Value of Handling Advertised Goods.....	8
3. <i>Rapid Selling</i>	
Fundamental Principles....	9
Advertising	
About Manufacturers' Advertising.....	9
How Display Helps.....	10-11
Retailer's Advertising....	4, 11
Prepared Advertisements, illustrated.....	12, 13
	15 to 17
Lantern Slides.....	18
Suggestions for New Ideas.....	19 to 23
Into Every Department.....	23
Training Sales People.....	24, 25
Suggestions for Store Equipment and Arrangement.....	24 to 28

Sometimes, the retail sales manual is really a combination of catalogue and manual. Under these circumstances, the contents would, of course, be radically different. For example, a Van Heusen Collar book, called the "Catalog of Styles," does more than merely explain the various models. It also contains answers to such questions as: "Why does it look better than any other collar?" "What do you mean by woven and tailored in?" "Why doesn't it require starch?" and so on.

However, the genuine retail sales manual is purely a book of information and instructions. The book issued by the Bernhard Ulmann Co. is called: "How to Get More Women into Your Store." It gives practical suggestions for every phase of the art needlework business, including layout of the department, fixtures, buying, selling, special sales events, etc.

The Coffield Washer Company publishes a manual called: "Retailing the Coffield." It is the company's contention that every outstanding success in retailing clothes washers, which Coffield has analyzed, has shown itself to be based primarily on five fundamental policies. These five policies are the foundation of "Retailing the Coffield." They are:

1. The Store Plan. This part of the book is divided into two

parts: Store location and store arrangement. The book goes into this subject thoroughly, with illustrations of desirable locations and undesirable locations and how to judge which is which. It also explains how to appraise the rental values of any specific location from a sales standpoint.

2. Window Selling. The manual includes a course of training on window display work, gives a description of the material for window displays provided from time to time by the company, and, in general, explains what every dealer should know about window selling and window decorating.

3. Local Advertising. This chapter covers two points: A method of continuous and steady advertising and a series of special campaigns run at intervals to incite immediate action on the part of people whose minds have been brought to a favorable condition for such action by the regular advertising.

4. The Sales Force. To the average washing machine retailer, the question of a sales force is the most vexatious problem he has to solve. The question of how to build a productive sales force without excessive turnover and without other excessive costs is a serious one. The chapter devoted to this subject goes into every detail of the experiences and methods of retailers who have developed satisfactory solutions.

5. The Credit Plan. The Coffield Washer Company has developed methods of handling deferred payments which eliminate many of the abuses that have crept into the system and disposed of a great many fallacies concerning proper systems. The chapter on this subject covers the entire situation from the sizes of time payments to methods of collection, systems of records, follow-up and banking.

The manual issued by the U. S. Light & Heat Corporation covers most of the topics already mentioned, together with other subjects, which it is occasionally worth while to include. There are remarks on how to make sales from telephone inquiries, how to utilize women's clubs in increasing sales, how to overcome the sea-

All Aboard!—

For the biggest Radio Season in the History of the Industry

It is generally conceded that the Radio business during the fall and winter of 1924-25 will be the greatest in the history of the industry.

The Chicago Evening American interviewed a number of leading manufacturers and jobbers and in almost every case received statements like those reproduced below:

"Reports reaching us every week from our district offices throughout the country indicate that the coming Radio season will be the largest thus far experienced."

—Herbert H. Frost, Inc.

"Everything is in favor of a very early fall business. The presidential campaign will do much to stimulate interest and result in early installation of sets."

—Music Master Corporation.

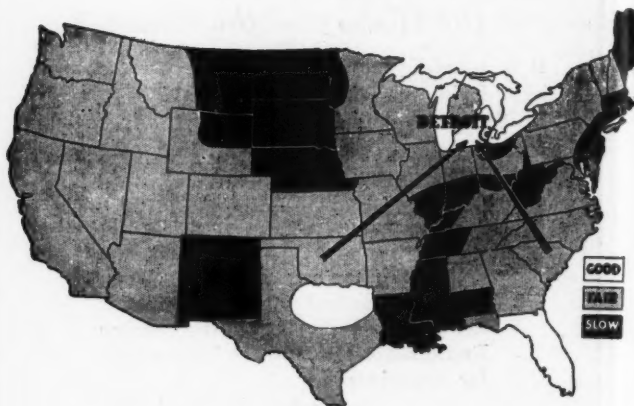
Chicago, second greatest Radio market in America, offers manufacturers a golden opportunity. And the Chicago Evening American, the newspaper that publishes more Radio advertising than any other Chicago daily, is the medium that reaches the greatest number of prospects.

CHICAGO EVENING AMERICAN

A Good Newspaper

Detroit, First

The News First



"The above map is reprinted from 'The Nation's Business,' the official monthly publication of the Chamber of Commerce of the United States. It shows that Detroit and Southern Michigan comprise one of the only four sections of the United States in which business may be termed as good. The complexion of the country has changed rapidly since the first of this year until only the Upper Peninsula of Michigan, the lower portion of the Lower Peninsula, the northeastern part of Texas, and practically all of Florida are finding business good at the present time. Building totals, employment figures, bank clearings, and other statistics indicate that the worst of the depression period is now over and that Detroit may expect an even better outlook than at present."—*The Detroit Free Press*—Official organ of Detroit Board of Commerce.

The statement and map above verify what has always proved true of Detroit—that it has always been the last to feel a national depression and the first to recover. This is bound to be true of a city that is the world's

in Prosperity In Advertising

center of manufacture of popular priced automobiles, and where production, when even curtailed, is so great and so apportioned as to keep vast armies of Detroit's workers employed.

In this connection it is interesting to note what McKinney, Marsh & Cushing, advertising agents for the Ford Motor Company, say of conditions in a recent bulletin:

"The basic conditions assure us of a normal business this Fall and it is safe now to plan on favorable conditions obtaining. This viewpoint is supported by the existence of low money rates; the present high rate of consumption reducing the supplies stored up during the winter of 1923 and 1924; the feeling of security prevalent on the political situation and the present higher prices for crops and favorable forecasts for continued price increases."

It is small wonder, that with Detroit more prosperous than any other city in the United States, and with one newspaper able to cover the field alone, that The News was first in total advertising in America during the first six months of 1924—an achievement proving to advertisers the advantage of the field and its one big medium.

The Detroit News

News Square

Detroit, Mich.

Greatest Circulation Daily and Sunday in Michigan

sional slump, the equipment necessary to run a battery business, and how to obtain credit. These topics are each covered briefly, but enough is said to get the reader thinking along the lines indicated and that is something accomplished.

As for the manual sponsored by the American Laundry Machinery Company, this is such a typical example of retail manual compilation that even though this concern's relations with laundrymen are different from the ordinary manufacturer's relations with retailers, it is nevertheless worthy of study. The table of contents follows:

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These brief reviews afford a clear bird's-eye view of what information belongs in the retail sales manual. The only remaining question is: How is this information to be obtained?

The very best source is the retailer himself. The Altorfer Bros. Company, manufacturer of the A B C washing machine, recently issued a manual called: "How

Dealers Brought Customers into Their Stores." As the title indicates, the manual consists entirely of a recital of the experiences of A B C dealers. The USL Battery manual, the company says, places before readers the best ideas of thousands of distributors. Talking about its manual, the Bernhard Ulmann Company states: "Every bit of information in this book is authoritative, many of the ideas coming from some of the most successful merchandisers in the country."

Methods of getting dealers to divulge their successful policies are not difficult to think of. Contests of various sorts constitute one method. Observant salesmen can secure a raft of material. Articles appearing in business papers are a splendid source of information. Finally, a letter to retail customers, requesting data, will usually meet with a satisfactory response because business secrets are not nearly so common today nor so jealously guarded as in years gone by.

What does the retail sales manual accomplish? That is about the most difficult question of all to answer. It is not easy to trace results directly to it. Still, E. Ralph Breck, treasurer of the Daniel Green Felt Shoe Company says: "We feel that in the three years we have been publishing the 'Green Book,' that it has been of material assistance in straightening out the peaks and valleys in our business." And Wm. A. Cooper, manager of the furnace department of the Globe Stove & Range Company has this to say about that concern's manual: "Although just off the press a few days, results are already evident and we believe that this material will be of unusual benefit in stimulating sales effort on the part of the retailer."

The retail sales manual is a neglected selling tool. It is not the most valuable instrument in the sales kit. Neither is it the least important. If it is written with a sincere desire to be of the utmost assistance to retail distributors, the retail sales manual can become a sales help of real merit.

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Coverage

COVERAGE of trade buyers is vitally important to an automotive manufacturer seeking to obtain or enlarge his market. Between him and his prospective customer stand over 90,000 retailers. Without their assistance his products cannot be sold, as nearly all automotive products are bought on the recommendations of dealers.

These men are all-powerful in automotive merchandising. Theirs is the power to make or break a product. Their influence is far-reaching. Buying decisions rest on their recommendations. Their negotiations are fatal to success.

To market an automotive product you must get the interest and support of these dealers. Three trade publications—Motor Age, Motor World and Automobile Trade Journal—provide the quick, sure, economical way.

These three combined give the most comprehensive coverage of automotive trade buyers it is possible to obtain in subscribed-for publications. They cover the country like the proverbial blanket, having a combined paid circulation of nearly 80,000,* among which are 61,257 separate retail establishments. They include nearly all the worth-while automotive merchants in the country.

This circulation is distributed from coast to coast and from border to border. It comprises all classes of automotive retailers and is found in all sizes of communities from the largest cities to the smallest towns. It is coverage of the most complete character.

*The total duplication in paid circulation is only 10.27%.

The thoroughness of this coverage can be illustrated by taking the five states having the largest number of trade units. In New York, out of 7,639 dealers, 5,799 subscribe to one or more of these three publications; in Pennsylvania, 5,523 out of 6,938; in Illinois, 5,120 out of 5,796; in Ohio, 4,405 out of 5,508; in California, 3,013 out of 5,121. Substantially the same proportions follow in the other prominent automobile-using states.

Use space in these papers to tell your story, to explain why your make is best, to show the profit in it, and to get the confidence of the dealers.

Each of the three is a powerful merchandising force. Each has a strong following. Each is far in advance of any other paper in the field in power and influence. Each can help you get your market.

But to do the job right you need all three! Obviously the more dealers you can reach, the greater are your chances for sales volume. Motor Age, Motor World and Automobile Trade Journal, with their tremendous coverage, will help you get the distribution necessary before you can win your market and make your product known to the trade throughout the entire country.

Address our offices in New York, Philadelphia, Chicago, Cleveland, Detroit, Indianapolis, Los Angeles or San Francisco, for further particulars.

PUBLICATIONS ISSUED
by the
AUTOMOTIVE DIVISION
of the
UNITED PUBLISHERS CORPORATION



The
AUTOMOTIVE DIVISION
of the
UNITED PUBLISHERS CORPORATION
CLASS JOURNAL CO., CHILTON COMPANY
239 West 39th Street- Chestnut & 56th Streets
New York. Philadelphia.

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Should There Be a Master-Censor of Letters?

An Executive Makes an Investigation and Uncovers
Some Strange Practices

By W. H. Heath

THE vice-president of a New York export house was on his way to the elevator, at the close of a busy day, when his eyes happened to fall upon two baskets filled with unsealed letters, awaiting the final work of a clerk. Something seemed to tell him that it would be an excellent idea to take off his hat and coat, and go through this correspondence. In speaking of the experience later, he said:

"I had a premonition that I should do it. The letters in those baskets represented the correspondence of the entire organization for a working day, from the smallest executive up to the head of the institution. Almost automatically, I told the clerk that I would look after getting the mail off. He had sealed and stamped less than thirty of the letters. I carried the baskets into my private office, telephoned my home I would be late, and then rolled up my sleeves. Up to this time, there had been no official censorship of our correspondence. Every man and department was left to go his own way.

"Many of these letter-writers were, of course, thoroughly tried and true managers, and there was no reason to suspect them of neglect. Of others, I was not so sure. But it had thus suddenly occurred to me to study at close range the aggregate trend of our correspondence.

"Some thirty letters had been sealed, as I have mentioned. In opening them, that my analysis might be complete, I found that the last man to handle mail should be watched. The best of them grow careless. Some stamps were on askew, some were but partially fastened to the envelopes. Soiled hands had left ill-mannered

smears on the backs of other envelopes. Too hasty addressing of envelopes, at the tag end of the day, seemed to encourage carelessness. I found names misspelled, letters missing, and out-of-alignment errors.

"You may claim that these are unimportant errors or evidences of carelessness, but I do not think that all mail is opened by boys or secretaries. I open all of the mail addressed to me personally, and I detect signs of the poor stenographer, and the indifferent mailing clerk. The reaction is not pleasant. If a man writes to me I want to feel that he looks upon me as of some importance.

THE WASTE HASTE MAKES

"In a mass of over 200 letters I found some fifty envelopes coming under my ban. The faults were clearly those of neglect and haste and dirty hands. If these same envelopes had been placed on my desk from some other concern, I would have criticized them, unconsciously perhaps, but with a sharp mental reprimand. I tied the fifty envelopes together with a piece of string and wrote a series of notes to the several persons in our employ who were directly responsible for the lapses. And on the following day I sent the package and the remarks around to each desk.

"Somewhere I have read that correspondence—a letter—is very much like an individual. Little details of dress can be of great importance. Frayed cuffs with an otherwise perfect costume, may destroy the 99 per cent of good appearance. The lop-sided stamp, the smear of dirt on the flap of an envelope, the imperfectly corrected typographical error are the

equivalents of unshined shoes, frayed cuffs, the need of a shave. They catch the eye quickly.

"It required no more than casual study of those baskets of letters to disclose the fact that every day's mail was forwarding to customers and prospects some very wrong impressions relative to our company. And since my little experiment, after talking with business executives, I learn that others who have followed my example, were rather shocked to find like shortcomings in their own offices.

"At least two of our department managers had cultivated the very bad habit of too much aggressiveness in handling correspondence which was expected to smooth out the wrinkles of certain business misunderstandings. Inevitably, into every working day, there intrude the disgruntled, the hurt, the neglected and the peeved clients. Whether they be right or wrong, there is a tactful method of handling them, and certainly the most inefficient way is to 'fight back,' and to reflect the client's own state of mind. I have never known it to fail. It starts an endless chain of argumentative letters. It breeds ill-will and the final elimination of a profitable customer from your books.

"In our own case, correspondence of this character had never been censored, edited, and guided aright, and we were sponsoring letters as testy as any we ourselves had received. Three such letters I found in that day's collection of mail—letters so worded and so basically grounded, that they must surely lead to spontaneous combustion. While I have some very definite ideas as regards the divine business right of a firm to speak up in its own behalf and to correct wrong or unfair accusations, nevertheless I know that, in the long run, many letters are dictated in sudden anger, which would not have been written if their authors could have read them over a second time, a day or so later. The man on the outside of the ring is often a better judge of such problems

than the writer himself. All of this finally led, in our company, to an official letter censor, whose special and specific duty it is to go over all correspondence and to pass or censor it as his better judgment dictates. I know that it is the right, the safe idea, because of the vastly increased efficiency of our correspondence as a whole. In the above relation, I wish to say that following the new schedule, we have received fewer fussy, angry, accusing letters, and serious misunderstandings have been smoothed out to the satisfaction of all, because no letters of this character emanate from our own offices.

RUSHED DICTATION SUFFERS

"A check-up of one day's mail brought out the unmistakable fact that too many letters were written too late in the day, and I wish to emphasize this fault. In almost every instance, letters dictated in the first part of the day were better than those left over to the afternoon, while correspondence dictated at four or five o'clock actually showed on its surface the mental stress and strain. Last-minute letters do not 'cover their ground adequately. They may fill a page but there are more words than ideas. Subjects are treated superficially. I was never more impressed in my life with the self-evident indications of haste, hurry and flurry in a letter hastily dictated, than when calmly reading over those baskets of mail, in the quiet of my office, after everybody else had gone. They rushed me through, with many points unanswered and the reaction upon the recipient must have been exactly the same. Thus came a new rule in our office: Letters, arriving late in the day, and not absolutely demanding an immediate answer, were ordered left over until the next morning, when proper and thoughtful consideration could be given to them. The rushed letter shows it on its face. People do not like to receive letters which have been 'jammed through,' for the mere sake of some sort of a response on the



An All-Day Service of 700,000!

WE have been urging upon advertisers the consistent use of the all-day service of **THE WORLD** and **THE EVENING WORLD** as a selling force that will do all that can be expected of advertising in producing sales in Greater New York.

Here is what one advertiser writes us after a thorough trial of **THE WORLD GROUP**:

We have had one of the biggest sales weeks in our history, and *The World*, *Morning and Evening*, are the only papers used during the past ten days. Your paper appeals to a class of readers with intelligence and foresight, for they are quick to realize the possibilities of investment in seashore property.

Very truly yours,

ISLAND PARK-LONG BEACH, INC.

PERCIVAL S. BROWER,

Advertising Consultant.

When you put 700,000 copies of two newspapers to work for you, your sales are bound to show the effects of the tonic.



MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

GENERAL MOTORS BUILDING
DETROIT

SECURITIES BUILDING
SEATTLE, WASH.

CHANCERY BUILDING
SAN FRANCISCO, CAL.

TITLE INSURANCE BUILDING
LOS ANGELES, CAL.

same day received. It pays to wait.

"In that collection of a day's mail, I found letters with another inexcusable fault—the letter 'with nothing to say,' mere words, strung together, to make conversation on paper. After reading them through, I had the feeling that the man who wrote them did not have an idea in his head but had plenty of time on his hands. It is really better not to write at all when you have no definite message to deliver.

"Letters should be business documents. They should be helpful, instructive, indispensable. They should, as a rule, demand an answer and make the other fellow want to do it.

"That one night's work brought out the fact that several men in our employ were giving away trade secrets when it was quite unnecessary to do so. It was as if the customer had been allowed to have the run of our plant and of our executive offices, after everybody had gone for the day.

"To every business executive this suggestion is made: Occasionally, and without any previous warning, act as mailing clerk. Take off your coat and hat and stay at the office one evening, reading every letter written that day. The developments and discoveries may surprise you."

Start New British Advertising Firm

The Wightman-Mountain Publicity Service, Ltd., has been formed at London, England. H. F. Wightman-Mountain is governing director. W. Teignmouth Shore and Ernest H. Sofio are directors. The former was recently proprietor of the S. S. Selling Service which has been incorporated with the new organization. Mr. Sofio was formerly managing director of the Ernest H. Sofio Agency, Ltd. John Ames is managing director.

University of Pittsburgh Honors Stanley R. Latshaw

The honorary degree of Master of Arts was conferred upon Stanley R. Latshaw, advertising director of The Butterick Publishing Company, by Dr. John G. Bowman, chancellor of the University of Pittsburgh. Mr. Latshaw made the principal address at the university's convocation, which was held at Pittsburgh on August 8.

Secretary Davis Endorses "Printers' Ink" Suggestion

DEPARTMENT OF LABOR
OFFICE OF THE SECRETARY
WASHINGTON, August 5, 1924.

Editor of PRINTERS' INK:

I have read with much interest Amos Stote's article, "What's Wrong with Real Estate?" in PRINTERS' INK of July 17.

There's nothing wrong with real estate; it is the most "all right" material thing man may own. For that reason I endorse Mr. Stote's idea that it is a good thing to keep alive in the public mind the importance of real estate to the welfare of the nation. The ownership of homes makes better citizens, better workmen, and better men and women morally and physically. The real estate dealer has a great opportunity in honestly pursuing his vocation to add to the stability of community and national life. A national campaign, as suggested by Mr. Stote, conducted by the realtor association as to the benefits to accrue from the purchase of homes, will not only stimulate the business of their profession, but contribute a share toward more stable government.

JAMES J. DAVIS,
Secretary.

New Accounts with Ray D. Lillibridge

The Chase Metal Works, Waterville, Conn., has appointed Ray D. Lillibridge Incorporated, New York, advertising agency, to direct its advertising.

The Waterbury Manufacturing Company and the Noera Manufacturing Company, both of Waterbury, also have placed their advertising accounts with the Lillibridge agency.

Asphalt Flooring to Be Advertised in New Campaign

The advertising account of Geo. W. Reed & Company, Ltd., Montreal, manufacturers of Rock Mastic asphalt floors, has been placed with the Canadian Advertising Agency Ltd., Montreal. Industrial floors laid with the product will be featured in a forthcoming newspaper and business-paper campaign.

Spencer Vanderbilt with Miller, Black & Lewis

Spencer Vanderbilt has become vice-president of Miller, Black & Lewis, Inc., New York, advertising agency. He previously has been with Barton, Durstine & Osborn, Inc., and the J. Walter Thompson Company.

Appointed by Council Bluffs "Nonpareil"

The Council Bluffs, Iowa, *Nonpareil*, has appointed Prudden, King & Prudden, Inc., publishers' representative, New York, as its national advertising representative.

"CLASS"

Is many a publisher's
Alibi
For circulation shortage!

Class boasters
Are generally mass
Roasters, reminding
Us much of

Aesop's fussy fox
Whose hankering for the
Grapes that hung high
Was stifled by
Inaccessibility!

Which faction you
Favor depends largely
On the total of your
Circulation tally sheet!

Isn't *that* so?



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the
following Sunday Newspapers:

New York—American
Boston—Advertiser
Washington—Herald
Atlanta—American
Syracuse—American
Rochester—American
Detroit—Times

Chicago—Herald and Examiner
Milwaukee—Telegram
Seattle—Post-Intelligencer
San Francisco—Examiner
Los Angeles—Examiner
Fort Worth—Record
Baltimore—American

"If you want to see the color of their money—use 'color'." A.J.K.

Where do your Cincinnati their business

Cincinnati merchants do a big volume of business outside the "city circulation" limits of the Cincinnati newspapers. Some of it comes from the rich agricultural and industrial towns of Southern Ohio and Indiana whose natural trading center is Cincinnati. Some comes from the mines and lumber regions of Kentucky, West Virginia and Tennessee. But when you speak of your Cincinnati sales you are thinking of the volume that comes out of the metropolitan district of the city itself. So long as your sales are good *there* you need not worry about the outlying territory.

How to reach this key market, either to secure new distribution or to stimulate turnover for established dealers? That is the question. The answer is furnished by the successful Cincinnati merchants themselves: Advertise in the daily newspaper that has the most complete coverage of this market and the greatest influence on its buying habits.

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Cincinnati Distributors get their business?

There are 141,000 families in the city circulation area of the Cincinnati newspapers. Of these 19,740 families are foreign born and 10,575 negroes. Net 110,685 native white families. According to A. B. C. figures the daily city circulation of the Times-Star is 112,062 copies. That's pretty complete coverage, and that's what you are getting when you buy space in the Times-Star. The 39,685 out-of-town circulation is velvet.

For sixteen consecutive years local and national advertisers have placed more display lineage in the Times-Star than in any other paper in this territory. Last year this excess amounted to 4,481,358 lines over the evening paper having the second largest Cincinnati circulation and 2,192,708 lines more than the largest morning paper, including its Sunday magazine sections.

If you are primarily concerned about increasing your Cincinnati sales it may be well to begin with a study of the market in which your Cincinnati distributors must look for the bulk of their business.

THE TIMES-STAR

Member of Audit Bureau of Circulations

BETTER HOMES AND GARDENS



*"Our common dream is for a home of
our own making with a 'vine over
the door and a fig tree at its side'."*

—EDITOR

Home-makers are the best citizens.
And the most substantial home-
makers are those who live in houses.
Their lawns and gardens give them
a quality of interest and pride found
nowhere else. 425,000 of these sub-
stantial home-makers have selected
Better Homes and Gardens. Have you?

✻

E. T. MEREDITH, *Publisher*
Des Moines, Iowa

✻

We Increased Our Advertising When Orders Slackened

And in Two Months Oh Henry! Sales Began to Break Records

By John G. Glossinger

Director of Sales, Williamson Candy Company

THE best laid sales plan can go wrong when it runs up against a set of conditions such as we all experienced during the first six months of 1924.

How they affected the sales of Oh Henry! candy and how the situation was met, may be of interest to others who had the same problem to contend with.

Our business for the year 1923 was very satisfactory, having

Second—Should we follow the procession of free deals and other inducements which had become quite common?

Since our salesmen were intensely interested in the business and all of them striving to make the quota, and working like beavers, we decided that that was not the solution.

Inducements such as were considered would bring a large in-

MORE ADVERTISING—IN WHICH THE ABOVE POSTER PLAYED A PART—HAS MADE IT POSSIBLE FOR THE WILLIAMSON COMPANY TO PREDICT A BANNER YEAR

shown an increase of 43 per cent over 1922.

The year 1924 started in with bright prospects for a big year, January and February showing nice increases over the record year of 1923. In March, however, something happened. Our shipments for that month were just about equal to the same month in 1923.

This looked rather ominous—at least we accepted it as a danger signal which could not be ignored.

We examined the situation from all angles and the following questions presented themselves:

First—Should we put extra pressure on the salesmen?

crease of immediate business at considerable cost, with the inevitable reaction just as soon as the trade had filled up on the special inducements. This we also dismissed as falling short of the result desired, because neither plan reached the real factor in the case—the consumer.

After thus clearing the atmosphere so that we could see our course clearly, the solution presented itself—increased advertising.

The next question—would the management accept this solution and agree to furnish the money? This is the nightmare with which every director of sales is

unhappily and wakefully familiar.

No claim for credit is due for selling the idea as acceptance was prompt and decisive.

Increased pressure on the consumer was begun. It took the form principally, of outdoor advertising. Our appropriation was increased 25 per cent to provide for this campaign. The effect was noticeable to a slight degree in April, which showed an increase of 8 per cent over April, 1923, but in May the effect was quite marked, shipments having increased 32 per cent over May, 1923. June increased 35 per cent over June, 1923.

In other words, after a thorough examination we located the trouble; then went after it promptly and energetically.

We are planning for the last six months of 1924 to increase our business above the same period last year. The amount of increase our salesmen will themselves determine. They furnished their own quotas as they have in the past, in our sales conference held the latter part of July. We hold our conferences after all vacations are over and just before the salesmen start out on the fall campaign. The full effect of such a meeting is therefore immediately converted into tangible results.

A salesman sells very much as he feels. If he feels right toward his company and his associates, his work will show it and we consider it very important that every salesman is set free of every obstacle that might hamper the free exercise of his native ability.

In spite of all that we hear about poor business, this will be the banner year for Oh Henry!

Become Officers of Women's News Service

Helen M. Hill and Katherine A. Clark have joined the Women's News Service, Inc., New York, publisher of the "Women's World Year Book." Miss Hill, who becomes vice-president, was formerly with the Gravure Service Corporation and Alco-Gravure, Inc. Miss Clark, who becomes secretary-treasurer, was formerly secretary of Smith, Sturgis & Moore, Inc., and, more recently, has been with Durant Motors, Inc.

J. H. Westover Again Heads Arizona Publishers

J. H. Westover, publisher of the *Yuma Morning Sun*, was re-elected president of the Arizona Daily Newspaper Association at its annual meeting which was held at Phoenix. Fred S. Breen, publisher of the *Flagstaff Coconino Sun*, was re-elected vice-president and O. B. Jaynes, of the *Tucson Citizen*, secretary-treasurer.

The association will hold its next meeting at Phoenix about the middle of October. At this meeting the members will join with the Southwestern Association Press convention and the Arizona Press Club in discussing matters of mutual interest. Separate and joint meetings of the three groups will be held.

Campaign on Amherst Incinerators Planned

The Buffalo Co-Operative Stove Company, Buffalo, has appointed Walz Weinstock, Inc., advertising agency of that city, to conduct an advertising campaign on Amherst incinerators for household use. Architectural and contractors' magazines will be used primarily. Advertising to the consumer is planned later in general magazines and newspapers, depending on the development of sales plans.

New Account for Creske-Everett, Inc.

The E. H. Freeman Electric Company, Trenton, N. J., manufacturer of Little Joe lightning arresters and Circle F wiring devices has placed its advertising account with Creske-Everett, Inc., New York, advertising agency.

Investment Bankers Appoint Montreal Agency

G. A. Stimson & Company, Ltd., Toronto, investment bankers, have placed their advertising account with the Financial Advertising Agency, Montreal. Magazines and financial publications are being used.

Maps to Be Advertised in New Campaign

The Continental Advertising Company, Chicago, will conduct a campaign for the Tunnel Map Company, Chicago, distributor of McConnell maps for schools and colleges. Educational publications and magazines will be used.

Joins Nelson Chesman Agency

H. G. Phister has joined the Cleveland office of Nelson Chesman & Company, Inc., advertising agency, as assistant and associate to the manager. He was formerly with the United Electric Company, Canton, Ohio, as advertising manager and assistant sales manager.

The Personal Touch

ONE of the principal advantages offered the user of printing by the Charles Francis Press is helpful personal contact with the individuals in the organization who are familiar with his account.

This personal touch develops a real understanding of the customer's requirements and the thousand and one little details peculiar to his business.

At the Charles Francis Press, in fact, the development of the personal equation is carried beyond the contact man in the office. There are other competent individuals always available who are charged with the duty of keeping in daily touch with the conditions of current work.

In this fashion the Charles Francis Press meets the problem of giving the user of printing the facilities of a great organization plus the advantage of personal attention to his needs.



Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Aubrey & Moore Increase Staff

Rex O'Conner and L. W. Larson have joined the production department of Aubrey & Moore, Inc., Chicago, advertising agency. Mr. O'Conner formerly was with the Gundlach Advertising Company. Mr. Larson had been with Carson, Pirie, Scott & Company.

Arthur Blomquist, formerly with the J. Roland Kay Company, advertising agency, Chicago, also has joined Aubrey & Moore. He will have charge of artwork.

Joins California Olive Growers Association

R. C. Callen has been appointed sales manager of the California Olive Growers, Inc., Fresno, Calif. He was formerly representative at Los Angeles of James P. Smith & Company, food importers, New York.

The association which was organized about two years ago is planning a selling and advertising campaign on its canned olives, which will be marketed under the trade name of "Sun-Ripe."

David Averill Made Officer of Ajax Motor Company

David Averill has been elected vice-president and general manager of the Ajax Motor Company, Racine, Wis. Mr. Averill was at one time with the Chevrolet Motor Car Company, where he had charge of manufacturing operations at the Detroit plant. Later he was elected vice-president and general manager of the Dort Motor Car Company, Flint, Mich.

Automotive Accessory Account for Campbell-Ewald

The United Manufacturing & Distributing Company, Chicago, has placed its advertising account with the Chicago office of the Campbell-Ewald Company, Detroit, advertising agency. National magazine space featuring the United air cleaner for motor cars is now being used.

Stewart Weston to Return to Glen Buck

Stewart Weston, on September 1, will leave Erwin, Wasey & Company, Chicago, where he has been for more than four years, to join The Glen Buck Company, Inc., Chicago, advertising agency. He was formerly associated with Glen Buck.

Palmer Institute Appoints N. W. Ayer

The Palmer Institute of Authorship, Hollywood, Calif., which offers correspondence instruction in the writing of photoplays and short stories, has placed its advertising account with N. W. Ayer & Son.

Sends Stockholders Samples of New Products

Keeping the stockholder informed, a policy many large organizations have found to be of tremendous good-will-building value, is practiced by E. I. du Pont de Nemours & Company, Wilmington, Del. With dividend checks mailed recently, together with a letter informing stockholders of the company's newest products "Fibersilk" and "Cellophane" went a card to which samples of these products were attached. The letter described their history, methods of manufacture and uses, and stated that the du Pont company had invested \$8,500,000 in two subsidiary corporations to manufacture and sell them in this country.

Jones Brothers Chain Sales

The Jones Brothers Tea Company, Inc., for the six months ended June 30, 1924, reports retail sales of \$10,957,752, as compared with \$9,423,317 for the corresponding period of 1923. Net profit is given as \$146,399 for the first six months of the current year.

Total sales, including the company's jobbing department, were \$12,413,666, against \$14,977,783 in the first half of 1923. Curtailment of coffee jobbing is given as the cause for this decrease.

Gray Motor Account with Brooke, Smith & French

The advertising account of the Gray Motor Corporation, Detroit, has been placed with Brooke, Smith & French, Inc., advertising agency of that city.

The Larrowe Milling Company, Detroit, maker of Larro stock foods, also has appointed this agency to direct its advertising.

Standard Pressed Steel Account for Irvin F. Paschall

The Standard Pressed Steel Company, Jenkintown, Pa., manufacturer of Pioneer hangers, Hollowell steel collars, and Stando set screws, and other transmission devices, has placed its advertising account with Irvin F. Paschall, Inc., Chicago advertising agency.

Pompeian Company Increases Advertising

The Pompeian Company, Cleveland, face creams and powders, informs the trade in business-paper space that its advertising has been increased by 40 per cent. Much of the increase will be full pages in color in national magazines.

Ternstedt Advances F. H. Johnson

F. H. Johnson, who has been head of the statistical department of the Ternstedt Manufacturing Company, Detroit, automobile body hardware, has been advanced to the position of advertising manager.

MORNING PAPERS
THE

GET ACTION
SAME DAY

Fall Selling

THE "dog days" of July and August are over; the August Fur, Furniture, China and what not half-price sales are fading from the picture. And in the merchant's mind comes the big selling season of the year: Fall.

Fall time is business time—where every activity is directed towards the selling and moving of merchandise. From manufacturer to merchant, floor-walker to cash girl, every fiber is tense, to do business. And advertising must do its bit.

In Cincinnati, The Cincinnati Enquirer offers the big tie-up between *your* dealers' customers and your product. That is the reason it is being scheduled so much for Fall business in this market.

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The
**CINCINNATI
ENQUIRER**

One of the World's Greatest Newspapers



NEW YORK

America's Greatest Market

and

The Largest Daily Circulation
in America—now in excess of

800,000

THE NEWS

New York's Picture Newspaper

25 Park Place, New York
7 S. Dearborn St., Chicago

*Daily

IN the first six months of 1924, the Sweeneys in the New York market paid to newsdealers the sum of \$3,497,504.52* for 138,035,641 pieces of our merchandise—a newspaper. Five years ago we were unknown in this market! There is just as much opportunity today for any kind of business, and a big help we didn't have to start with—The News!

*Daily News 2c. in city, 3c. elsewhere. Sunday News 5c. everywhere.

Chain-Store Sales for July

F. W. WOOLWORTH & COMPANY report total sales for July of \$15,950,247, as compared with \$14,001,775 in July of last year, an increase of \$1,948,472, or 13.92 per cent. Sales for the first seven months of the current year are given as \$107,342,528, against \$95,703,896, a gain of \$11,538,632, or 12.06 per cent. In July old stores were credited with \$1,149,839 of the gain, an increase of 8.21 per cent. During the seven months, old stores accounted for \$7,261,924, or 7.59 per cent of the gain compared with the 1923 period.

The S. S. Kresge Company reports July sales of \$6,370,556, as compared with \$5,746,442 for the corresponding month a year ago, an increase of \$624,114, or 10.86 per cent. Sales for the first seven months amounted to \$45,726,542, against \$41,357,595, in the same period of 1923, an increase of \$4,368,947, or 10.56 per cent.

The McCrory Stores Corporation reports gross sales for July amounting to \$1,898,978, against \$1,618,633 for the corresponding month a year ago, an increase of \$280,345, or 17.3 per cent. For the seven-month period sales totaled \$12,624,955, against \$10,691,637, for the 1923 corresponding period, an increase of \$1,933,318, or 18 per cent.

S. H. Kress & Company for July report gross sales in amount of \$3,098,880, as compared with \$2,552,503 in July, 1923. Gross sales for the first seven months of the current year are given as \$19,726,727 against \$17,330,709 in the same period of last year, an increase of \$2,395,928.

The J. C. Penney Company, Inc., for July reports gross sales of \$4,748,358, as compared with \$3,887,672 for July 1923, a gain of \$860,685, or 22.14 per cent. For the seven months ending with July 31, the company reports gross sales of \$34,414,559, against \$28,626,453, for the same period last year, an increase of \$5,787,106, or 20.21 per cent.

The F. & W. Grand 5-10-25 Cent Stores, Inc., report gross sales of \$459,920, against \$396,566 for July of last year, a gain of 15.9 per cent. For the first seven months of 1924, gross sales are given as \$3,239,679, against \$2,573,765, a gain of \$665,914, or 25.9 per cent.

The G. R. Kinney Company, Inc., retail shoe stores, reports July sales of \$1,072,422, against \$879,910 for July, 1923, an increase of \$192,512. Sales for the seven-month period total \$8,772,576, as compared with \$7,275,972 in the corresponding period of last year, a gain of \$1,496,604.

Henry Means Pindell Dead

Henry M. Pindell, editor and publisher of the Peoria, Ill., *Transcript and Journal*, died at his summer home at Northport Point, Mich., on August 8. Mr. Pindell was sixty-three years old. He established the Peoria *Herald* in 1889. Buying the Peoria *Transcript* in 1897, he consolidated the two papers as the *Herald-Transcript*.

He sold this paper in 1902, and bought the Peoria *Journal*. In 1916, he repurchased the *Transcript* and made it the morning edition of the *Journal*. Mr. Pindell was twice nominated in 1913 by President Wilson as ambassador to Russia, and although confirmed by the Senate, declined.

New York Advertising Club Holds Second Tournament

The second tournament of the season in the program of the Advertising Club Golf Association of New York was played over the links of the Quaker Ridge Country Club at Mamaroneck, N. Y., last week. In the morning round David D. Lee was the winner with a low net of 35. J. M. Haskell won low net honors in the afternoon with 67. J. H. Bragdon coming in second with 70. John I. Wheaton captured the low gross prize in the afternoon with 80.

W. B. Powell Advanced by Tracy-Parry

William B. Powell has been appointed manager of the New York office of the Tracy-Parry Company, Inc., advertising agency, Philadelphia. He has been a member of the New York staff.

"The Household" Appoints Chicago Representative

Edgar A. Steele has joined *The Household*, Topeka, Kans., as special color representative, at Chicago. He previously was with the Chicago staff of the Boston *American*.

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250,000

PERSONALIZED CIRCULATION

—restricted

—identified

EVERY COPY of *Modes & Manners*
is mailed directly to a known buyer
of merchandise.

WHO READS *Modes & Manners*

We know where every one of the 250,000 readers of *Modes & Manners* lives. In our vaults we have what is probably the most valuable mailing list extant.

Modes & Manners is not sold on the news stand—it is mailed directly into the homes of known buyers of merchandise.

Readers of *Modes & Manners* are individually rated—they are the proved leaders in the territories in which *Modes & Manners* circulates.



Modes & Manners is a modern fashion magazine which directly influences the increased sale of better merchandise.

This 250,000 certified circulation is confined to the trading zones represented by the cities of

Boston	Cincinnati
Philadelphia	St. Louis
Pittsburgh	Los Angeles
Toledo	San Francisco

If your merchandise is distributed in these territories you can reach these people directly only through *Modes & Manners*.

National Advertising Without Waste

If you are interested in increasing the sale of a nationally advertised brand—place a copy of *Modes & Manners* before you and consider—

- [1] Is this magazine good enough as a vehicle for my advertising copy?
- [2] Is my product sold in the territory where this magazine circulates?
- [3] Does my present advertising schedule reach a group of people equal in buying power to these 250,000 known buyers?
- [4] Should I not supplement my present schedule to include these people whose identity is established?
- [5] Should I not talk to them directly through *Modes & Manners* which I know is delivered to them in their homes by the mail man?

In order to help you reach the inevitable conclusion, a copy of *Modes & Manners* will be sent upon request to a responsible executive of any national advertiser or advertising agency.

THE STANDARD CORPORATION PUBLISHERS

CHICAGO NEW YORK PARIS

PATRICK F. BUCKLEY, Advertising Manager
222 EAST SUPERIOR STREET, CHICAGO, ILLINOIS
EASTERN ADVERTISING DEPARTMENT
681 FIFTH AVENUE, NEW YORK, NEW YORK

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Is the Exclusive Jobber System a Load on Advertising?

Some Remarks About Economical Distribution Brought About by an Inquiry from a Retailer

MONEY SAVING STORES
LUMBERPORT, W. VA.

Editor of PRINTERS' INK:

I believe that if I were a manufacturer and did national advertising I would not give my line to any exclusive jobber in any territory. It is not possible for any one jobber to supply everyone in his territory. The advertiser of course is after volume. Why then should he advertise so as to get the widest possible distribution and then place the product in such a way that some retailers are unable to buy it?

I note that some manufacturers will not sell to jobbers who do a mail-order business, to co-operative wholesale concerns, or to other firms, who by their methods of doing business are able to eliminate some of the expenses of distribution.

Of course, I know that some of the more prominent jobbers wield a big stick in cases of this kind, but it does not seem fair to consumers that methods tending to keep up distribution costs should be permitted.

It would be interesting to know what may be your reaction on this subject.

L. C. OYSTER.

IT seems to us that Mr. Oyster has come very near to pointing out one reason some general advertising campaigns do not attain their maximum resultfulness. His observations serve to add force to articles recently appearing in PRINTERS' INK.

The first, headed "Handling Distribution by Zones," in the issue of April 24, 1924, showed that efficient distribution can go a long way toward helping retailers swell their volume, increase their turnover and still keep down the selling price.

The second, "Why Call on 'Trust Busters'?" appearing in the June 5, 1924 issue in reply to an inquiry brought up by a member of the faculty of the University of Chicago, declared that the consumers of the country have a right to expect and demand that economic law shall be permitted to operate in its natural course so they can have the benefit of prices as low as it is possible to make them.

The more we observe advertis-

ing and its workings—and naturally we devote most of our thought to it—the more we become convinced that economic law is not given full enough sway by some people who produce merchandise and who spend a great deal of money to sell it. Advertising that on the surface ought to be thoroughly resultful falls short of the mark because it is hedged about and loaded down with all sorts of impossible, unreasonable and altogether unnecessary burdens and restrictions.

Take this distribution matter about which Mr. Oyster speaks. A manufacturer may, through a period of consistent and efficient advertising, create not only consumer acceptance for his product but an actual widespread demand. People call for it at practically every store which is of such a nature that they have a right to expect to find it there. And then the manufacturer turns around and restricts the distribution to one jobber in a certain section or even in a State. In other words, he advertises to create a demand and then adopts a distribution plan that makes the article hard to get. The procedure some way does not seem logical.

It has come to be an accepted principle of successful retail merchandising that a dealer does the best thing for himself when he centralizes his purchases so far as possible. Instead of doing business with twelve or fifteen jobbers he finds it is vastly more profitable to concentrate his purchases among say five, six or seven. He is not so likely to over-stock. He has a better selected line of goods and if he should unfortunately drift into financial difficulties he has to deal with a few creditors instead of many. More than one promising business has been forced

into bankruptcy because some house with a small claim has refused to go in with the others and give the dealer a chance to work out.

These are fundamental truths that are bound to have consideration regardless of whether the manufacturer likes it. The thinking retailer who believes in and practices the wise policy of concentration is not likely to be sandbagged into extending the number of jobbers from whom he buys just because a manufacturer takes it upon himself to dictate to the retailer as to where he shall purchase an item for which a demand has been created. If the dealer cannot buy the article from his regular jobbing sources he is very likely to decide he can get along without it. This is exactly what he is doing in many instances and the advertised article is losing out in just that proportion.

This is why the manufacturer who seeks to give his advertising the widest possible scope attaches so much importance to securing as many distribution points as possible. He does not want to miss any retail trade. Consequently he does the best he can to place his goods within easy reach of every retailer.

When a manufacturer for considerations of policy or otherwise, insists on observing the letter of his rights and arbitrarily restricts his distribution by exclusive jobber representation or otherwise, he is very likely to be flying right in the face of economic law. He adds to distribution cost, increases the difficulties of turnover and deprives the consumer of a price advantage to which he is entitled.

In general it may be said that anything facilitating and cheapening distribution is the strongest possible aid to advertising. Anything adding to the retailer's difficulties in getting merchandise works against advertising in just about the same proportion. Creating a desire to own a piece of merchandise is only one part of the selling process. The other part is putting the merchandise within easy buying reach—also in seeing

that the distribution scheme has no extra cost burden that can just as well be lifted.—[Ed. PRINTERS' INK.]

National Dairy Products Acquires Four Concerns

The National Dairy Products Corporation, through its subsidiary, the Rieck-McJunkin Dairy Company, Pittsburgh, has contracted to acquire through stock ownership the W. E. Hoffman Company, Tyrone, Pa.; Hoffman Bros., Altoona, Pa.; Hoffman & Runk, Phillipsburg, Pa., and the Hoffman Ice Cream Company, Barnesboro, Pa. All of these companies manufacture ice cream, their aggregate annual output exceeding 550,000 gallons.

Smith Press Appoints C. Dickens Sternfels

C. Dickens Sternfels has been appointed advertising counselor of the John H. Smith Press, Inc., New York. He was formerly advertising manager of the Koppel Industrial Car & Equipment Co., Pittsburgh; the Corrugated Bar Company, Buffalo, and the U. S. Metal Products Co., New York.

S. B. Brigham with Chicago "Tribune"

Stephen B. Brigham, for several years with the New York office of The Northcliffe Press, has been appointed American representative of the Oceanic and European editions of the Chicago Tribune. He will make his headquarters at New York.

Radi-O-Bank Account for Nathan Agency

The Cherington Radio Laboratories, Waukegan, Ill., manufacturer of the Radi-O-Bank, a combination coin bank and radio set, has placed its advertising account with the Nathan Advertising Company, Chicago.

William H. Leslie Dead

William H. Leslie, general sales manager of the North American Lace Company, New York, died at his home at Pelham Heights, N. Y., last week. He was fifty-nine years old.

Appoints Benjamin & Kentnor

The Reading, Pa., Tribune, has appointed the Benjamin & Kentnor Company, publishers' representative, New York, as its national advertising representative.

Joins Reliable Parts Company

W. J. Smith has been appointed sales manager of the Reliable Parts Manufacturing Company, Cleveland.



A Few Years Ago

There was no magazine in the high executive field bringing together all important business men into one compact audience

Today

The Nation's Business covers this field and offers you the opportunity of spreading your sales arguments before men whose "Yes" you must have before the sale is complete

THE NATION'S BUSINESS

Washington

155,000 Circulation (Member A.B.C.)

A Lawyer Who Advertised His "Platform"

Tennessee Attorney, 124 Years Ago, Stated His Motto in Newspaper Space and Elaborated on It in Twelve "Articles"—Another Oddity of Old-Time Advertising

By F. D. Vanover

AN advertisement carried in the *Philadelphia Federal Gazette* 124 years ago by a Knoxville, Tenn., attorney, attracted so much attention that it was copied in the English newspapers in 1800. The advertisement which might well be incorporated in the rules of practice of the profession today, carried under the single line heading, "Fiat Justitia," read:

"Having adopted the above motto as early as I had the honor of admission to the bar, I have covenanted with myself that I will never knowingly depart from it and on this foundation have built a few maxims which afford my reflections an unspeakable satisfaction:

"I. I will practice law, because it offers me opportunities of being a more useful member of society.

"II. I will turn a deaf ear to no man, because his purse is empty.

"III. I will advise no man beyond my comprehension of his cause.

"IV. I will bring none into law who my conscience tells me should be kept out.

"V. I will never be unmindful of the cause of humanity; and this comprehends the fatherless, widows, and those in bondage.

"VI. I will be faithful to my client, but never so unfaithful to myself as to become a party in his crime.

"VII. In criminal cases, I will not underrate my own abilities; for if my client proves a rascal, his money is better in my hands; if not, I hold the option.

"VIII. I will never acknowledge the omnipotence of legislation; or consider their acts to be

law beyond the spirit of the Constitution.

"IX. No man's greatness shall elevate him above the justice due to my client.

"X. I will not consent to a compromise where I conceive a verdict essential to my client's future reputation or protection; for of this he can not be a complete judge.

"XI. I will advise the turbulent with candor; and if they will go to law against my advice, they must pardon me for volunteering it against them.

"XII. I will acknowledge every man's right to manage his own cause if he pleases.

"The above are my rules of practice; and though I will not (at any critical juncture) promise to finish my business in person, if the public interest should require my removal from hence, I will do everything in my power for those who like them, and endeavor to leave it in proper hands if I should be absent.

"WILLIAM TATHAM.

"Knoxville."

If the British cousin was attempting to poke fun at the American publicist, some more interesting examples of legal advertising appearing in the London newspapers were overlooked. A provincial attorney who had recently advertised an estate for sale or exchange made a brave attempt to outdo the London advertisement makers in the following which, in substance, appeared in the *Morning Chronicle* in 1799:

"That he is appointed plenipotentiary to treat in this business; that he has ample credentials, and is prepared to ratify his powers; that he will enter into preliminaries either upon the principle of the status quo, or uti possidetis; that he is ready to receive the project of any person desirous to make the purchase or exchange, and to deliver his contra-projet and sine qua non, and indeed at once to give his ultimatum—assuring the public that as soon as the definite treaty shall be concluded, it will be ratified by his constituents, and duly guaranteed."

Subject: This Nonentity—"The Retailer"

Gentlemen:

Unfortunately the attitude of many new manufacturers towards the dealer is one of complete indifference, but this feeling soon changes when experience roughly teaches just how much depends on the co-operation of the retailer.

It is important to consider carefully this question of "Dealer Attitude." It should not be slurred over. It should be one of the first steps in laying advertising plans. It should not be guesswork. The old days of "forcing the dealer" are over—finesse is now in order.

M. P. Gould Company, for twenty-nine years, has worked with the dealer intimately. We have always had the utmost respect for him. In one division of our Company we travel twenty-odd men throughout the country advising with the proprietors of one line of retailers on their advertising plans. And we sell each dealer the advertising necessary to put such plans in operation.

We feel that such an insight into the practices of the dealer are of real value to the manufacturer. We invite further discussion on this important subject of "Dealer Co-operation."

Yours very truly,

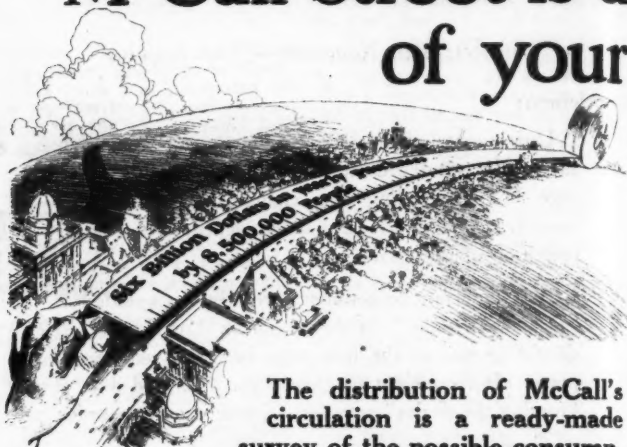
M. P. Gould Company

Advertising Agency.

Member of American Association of Advertising Agencies.

454 Fourth Ave., N. Y.

McCall Street is a of your



The distribution of McCall's circulation is a ready-made survey of the possible consumption of goods in any sales territory in the United States

IT is now possible to determine the potential sales of a commodity in any given section of the United States—by using the circulation of McCall's Magazine in that section.

The recent investigations of the Periodical Publishers' Association of America have shown that commodities are purchased by different communities in almost an exact proportion to the purchases of national magazines of large circulation. For instance, the percentage of McCall's 2,000,000 circulation in any given city, county, state or sales territory is an accurate gauge of the percentage of the total possible sales.

Have you ever plotted your

sales potential on the McCall distribution chart? It will surprise you how reliable a barometer McCall Street is, when properly used for this purpose.

Take one of your territories in which you have a sound idea of your potential, and check against McCall circulation figures. The McCall Blue Book of Circulation contains the distribution of circulation of McCall's Magazine in every state, county, city and town down to 1,000 population.

Using this book to determine the correct ratio, you can then find the potential figures in other territories where you now have no reliable figures.

McCALL'S

THE
Chicago

Copy

Measure Sales Opportunity

McCall's Blue Book of Circulation for 1925

(To be issued September 30th, 1924)

The scope of the Blue Book of Circulation is as follows:

1. UNITED STATES

- Total number of families in the United States.
- Total number of Income Taxpayers reporting for the year of 1922.
- Total number of families that can be reached through McCall's Magazine.

2. BY STATES

- Number and percentage of families that live in each state.
- Number and percentage of Income Taxpayers in each state.
- Number and percentage of families in each state that can be reached through McCall's Magazine.
- Number and percentage of families in each state that live within the trading area of one or more cities of 25,000 population or over, and the number of families in these trading areas that can be reached through McCall's Magazine.

3. BY COUNTIES

- The number of families living in each county.
- The number of Income Taxpayers in each county.
- The number of families in each county that can be reached through McCall's Magazine.

4. BY CITIES AND TOWNS OVER 1,000 POPULATION

- The county in which it is located, and whether or not it is the county seat.
- The number of families that

are served by the local Post Office, including all branch offices, substations and rural routes.

- The names of all places that are included within the postal district of any given Post Office.

5. BY POPULATION GROUPS

- Number and percentage of families in the United States that can be reached through McCall's Magazine and number and percentage of all families living in these groups.

6. GRAPHIC PRESENTATIONS

- Maps of the United States showing trading areas of:

- 12 cities over 500,000 population
- 68 cities over 100,000 population
- 287 cities over 25,000 population

- Map showing that 80% of the circulation of McCall's Magazine is located in 29 states where 80% of the business of the country is transacted.

- Map of the United States showing in each state:

- Distribution of McCall's Magazine
- Distribution of cost of a black and white page of advertising
- Total number of families
- Total number of Income Taxpayers

This book of over 100 pages will be ready for distribution about the end of September.

THE McCALL COMPANY, 232-250 W. 37th St., N. Y. C.
Chicago San Francisco Boston Atlanta Toronto

MAGAZINE

Copyright, The McCall Company, 1924

The total columns of advertising carried in the July issues of the five leading rural and small town magazines, were as follows:—

The Household Journal	35	columns
Household	23½	"
Comfort	23	"
Gentlewoman	22	"
People's Popular Monthly.....	22	"

The splendid showing which the Household Journal makes is doubtless a result of the excellent results advertisers secure, because of the extremely high circulation, in proportion to the line rate.

700,000

PAID IN ADVANCE

The Household Journal is a thirty-year-old publication circulating principally in the villages and rural districts of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska, and having the **Lowest Rate**, in proportion to circulation, of any paper in its class!

All Mail Subscribers
at the low rate of

\$2.60 an agate line

\$1450.00 a page
(680 lines)

Forms close promptly 5th
of preceding month

The HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.*
Batavia, Illinois

Chicago Office
Rhodes & Leisenring, Managers
2003 Harris Trust Bldg.
Central 0937

New York Office
A. H. Greener, Manager
116 W. 39th St.
Room 634

What's Wrong with Life Insurance?

It's Been Selling "Death" Insurance and Not "Life" Insurance

By Amos Stote

THINGS are happening fast these days. Since the articles in *PRINTERS' INK* about the need for national education in the services rendered by oil and the packers, both of these interests have been subjected to Governmental attacks.

The interference with the packers seems limited, for the present, to demands for closer inspection of their books by Federal representatives to be permanently billeted in the packers' offices.

As for oil—but you all know how the Government has dug out that old joker of a Sherman Act and gone to work on it again.

I will venture a guess that what oil has already had charged up against it by corporation lawyers and the other expenses incident to this new assault would be sufficient to pay for one full year of educational advertising.

And the costs before this affair is over, not to mention the cost in loss of public confidence and in the hampering of many operations, will be equal to the costs of several years of extensive educational advertising.

Before these Governmental attacks again work around to life insurance, one of the pet investigations of Federal busybodies, it is hoped the great institutions engaged in the providing of this service will have started real programs of educational advertising, and by so doing be able to warn off officialdom.

The progress which has been made by the Metropolitan Life Insurance Company has been a very notable effort in the right direction. But the field, to be covered adequately, requires a presentment of the whole realm of life insurance in its relation to all the activities of men.

Far from interfering with each other, if several companies in-

augurated similar campaigns at approximately the same time, they would increase the total benefit to all of them. The people are not so ready of wit nor so equipped with the powers of analysis to cause repetitions of the same thought, even the same words, to lose their effect. Rather the repetition will add force and increase results.

At present the people know life insurance as a necessary evil. They associate it with undertakers, darkened rooms, widows and orphans. Practically all will admit it is "the sensible thing to do"; but they no more want to talk about it, much less think about it, than they do about buying a lot in a cemetery.

The greatest resistance that exists against the use of the telegraph in this country, is its past association with unexpected disaster. In England, where telegrams are used to invite people to tea and tennis, and in all forms of social life, that tense moment we feel before opening a telegram envelope is practically unknown.

It is this attitude toward life insurance, plus the warmth of appreciation for services rendered, which the companies providing it should endeavor to generate.

THE PROPER VIEWPOINT

The mass of people are never going to acquire a sufficiency of philosophy to bring them to look upon death with calmness; but they can be brought to esteem life insurance for what it really is—*life insurance*.

The companies operating in this field have the most perfect term imaginable. There is not a trade name or coined term in use that can compare with it. Who does not want *life insurance*? Even the determined suicide would turn from his task of self extermina-

tion if he could gain the glorious feeling of insurance of life. Not mere endurance, but life, the spark that conquers and thrills.

And it is just this which the companies have done so much to develop. Let them use educational-advertising to tell the people how they have increased the average length of life. Let them tell of their tireless researches in the realms of diet, ventilation, work-fatigue, dress, exercise, medical examination and all the many other studies they have engaged in to the end that they may give longer life to their policy holders. And not only longer life, but better and fuller life, happier life, more successful life.

Few bodies have performed such life-giving services which may be specifically summed up for the impressing of the individual who is humanly interested in his own bodily welfare, as have *life insurance companies*. They have as distinct appeals to make in connection with the prolongation of life and vitality, and all contributory advantages, as an automobile service station has to offer in the matter of keeping cars in condition.

And what an emotional appeal, if they will but impress the true significance of their priceless title. L-i-f-e I-n-s-u-r-a-n-c-e. Heaven brought to earth. The one desire for which men will give all they possess. And it can be bought. You don't have to sell your soul to the devil or drink some witch's brew at midnight. *Life insurance* is devoted to prolonging life, to adding years of health and happiness to those who invest in it.

Let the *life insurance companies* continually drive this home. Let them publish these facts broadcast. Let them repeat and repeat this thought as the central theme of all their messages. Let them impress the truth of this argument by pointing out that it is to their selfish interest to prolong life. That they make their money and build up the strength of their organizations by doing so.

Policy holders and prospective

policy holders will not object to paying for such a service. The irritation of the public against insurance agents, the jokes and the insults thrown at them, would be swallowed up in appreciation if the companies would but give their advertising a truly educational turn and make it constructive.

Instead of working on fear, which is a strong but resisted emotion, the companies should work on life and its desire, which is the strongest and most welcome emotion.

FEAR ARGUMENT OVERWORKED

Let the companies do away with their old, solemn arguments concerning the inevitability of death and the uncertainty of life. Let them cover up the lurking spectre and impress their prospects with the new opportunities for longer life. Not only will their representatives find the whole public attitude toward them improved, but even the conscientious policy purchaser who wants to do his duty will be relieved of that feeling that he is making out a will when signing an application blank.

Giving the fear argument full credit, and it has much in its favor, the fact remains that it has been heavily worked. That it has brought results is manifested by the growth companies have had. Last year they were credited with more than ten billion dollars' worth of new business, which equaled the entire amount in force in this country twenty years ago. Also the total value of policies today, including those of fraternal organizations, is more than seventy billion dollars.

If we considered only the figures and not the field it would seem so stupendous a sum represented the limit. But human elasticity has no fixed limit. That is the great hope of insurance—and the great strength of educational advertising.

Educational advertising offers *life insurance* the opportunity to increase its business with less selling expense, less loss through lapses, less resistance to its repre-

Introducing "Hardware" Reeve—

**He Averages \$100 Yearly Sales
for Every Person in His Town**



MR. F. H. GREENE,
Directing Partner,
E. P. Remington Agency,
Buffalo, N. Y.



MR. HURUM E. REEVE,
Hardware Merchandiser,
Torrance, Cal.

Mr. Greene, as Directing Partner of the agency handling the advertising of the Crescent Tool Company's pliers and wrenches, you will undoubtedly be glad to know Mr. Hurum Reeve, a hardware merchant who has made a big success in selling high grade tools.

Mr. Reeve started in the hardware business twelve years ago and made such a study of it that he gained the name of "Hardware" Reeve. One of his first days in business his gross sales came to forty-five cents. Now his daily sales usually amount to several hundred dollars and his annual sales approximate \$70,000. Since Torrance has only 700 population this means an average yearly sale of \$100 worth of hardware for each person in his town.

A goodly part of his success Mr. Reeve attributes to *Hardware Age* of which he has always been a close student. A short while ago Mr. Reeve wrote us, "The help I have gotten from the many splendid articles in *Hardware Age*, written in a way to make a fellow want to accomplish things, has been very valuable to me."

In modern selling *volume sales* and *annual net profits* depend very largely on the *kind of dealers* that a manufacturer has as his distributors. Mr. Reeve is an example of the kind of hardware dealer that means *actual net profits* for the manufacturer. He's also a good sample of the kind of merchant that *reads Hardware Age* year after year.

HARDWARE AGE

239 West 39th Street

New York City

MEMBER A.B.C. and A.B.P.

representatives—and greater freedom from governmental interference.

It also offers *life* insurance an opportunity to strengthen its position through serving the country which provides it with the most profitable field for operation in the world. Surely the privilege of serving the nation which so generously supports their service, and at the same time to add to their own strength, is not a mean objective for the *life* insurance companies.

As with all educational advertising, to give people a really intelligent understanding of the service and value of *life* insurance, it is necessary that such a program go back to the beginning of things. It is a human quality to take things for granted. For that reason the publishing of the progress of a movement gives opportunity to emphasize the contrast between the past and the present and to prove that what people now take for granted, and without appreciation, was denied their fathers.

THE HISTORY OF INSURANCE

In its crudest form, *life* insurance dates back some eighteen centuries, when it was in actuality what the present companies have mistakenly emphasized, death insurance.

The Roman *Collegia* were associations of people of various classes and professions banded together chiefly for the purpose of assuring themselves proper burial. Each of these groups had a patron god in whose worship it busied itself. Members paid fixed sums, irrespective of age or physical condition, for the meeting of various expenses but principally to make sure they would have interment of such quality and ceremony as would give them peace and position in the hereafter.

Hardly could modern *life* insurance ask for better proof of its development of service than would be contained in texts which contrasted the old forms with the new. By stating these differences in simple terms it can give the average mind a totally

revised and healthy attitude toward present methods. It can also secure the great advantage of creating a lure for *life* insurance as opposed to a dread of death insurance.

The early guilds of Europe and England also provided excellent material for educational advertising. These guilds combined all sorts of objectives, from the holding of periodic feasts and religious ceremonies to the support of members in times of distress and to giving adequate burial service. They passed as the need for them passed; but in varying form they existed for many centuries and were the rude ancestors of *life* insurance.

All of the early efforts had to do with death insurance. The famous Thanes' Guild at Cambridge had, according to its Eleventh Century declaration, considerable to say about death. When a member died all the others were supposed to bring him to "where he desired" (presumably the place where he would be buried). Danish guilds of the twelfth century also give fine opportunities for contrast between old and modern methods of *life* insurance. They had much to do with protection in case of murder, and revenge if the victim were a guild member.

What could a modern *life* insurance company hope for in the way of patronage if it offered such service as did the old guild at Woodbury, England? There each member had to pay a penny at Easter to the cannons of the church as "soul-shot" for departed members.

But the incidents relative to the beginnings from which *life* insurance has made such remarkable advancement are much too numerous to relate here. In addition to the *Collegia* and the guilds there was a period when the granting of life annuities was practiced. In return for lump sums paid into the church, pieces of land, to be held during life, were granted to those making such payments. There were also rights to houses, shops and even

(Continued on page 89)

News—

and how to tell it via the broadside

YOUR advertising plans for the Fall—the announcement of a new product or a change in policy—the originality with which you tell your story to the trade lifts it out of the rut and gets it read and remembered.

And it is this process of ours which gives your originality full sway.

A Few Ideas

Reproductions of pen and ink drawings which would pass for originals; halftones in large size (for instance, the plant); exact fac-similes and interesting enlargements of handwriting—these few suggestions give you a glimpse of the possibilities you can tap for your broadside work.

But—best of all—tell us what you want—nine times out of ten we will find an effective way to do it.

Economical, Too

Our plate-making cost is less than that of ordinary engravings. Our press make-ready is much less than that of the type printer. Offset paper costs 30% less than coated stock. These three economies reduce the cost of the finished job.

You will soon be faced with the problem of announcing your Fall campaign. Time is growing short—ask today for samples and estimates.

THE NATIONAL PROCESS COMPANY

Incorporated

218 West 40th Street, New York City

Phone: Penn 4600

Representation in

Boston, Philadelphia, Pittsburgh and Cleveland

BROADSIDES

The Erie Daily Times

Average Net Paid Circulation of the
Erie, Pa., Times, 36 years under one
ownership and management, 1888-1924.

Established, April 12, 1888

1888	2,626
1889	2,852
1890	2,967
1891	2,736
1892	2,963
1893	3,126
1894	3,247
1895	3,493
1896	4,164
1897	4,297
1898	4,951
1899	5,399
1900	6,534
1901	8,807
1902	10,645
1903	11,208
1904	14,257
1905	15,248
1906	17,110
1907	18,523
1908	18,487
1909	19,407
1910	21,269
1911	22,121
1912	21,748
1913	22,480
1914	22,106 ABC
1915	24,331 ABC
1916	26,598 ABC
1917	25,190 ABC
1918	28,836 ABC
1919	27,598 ABC
1920	28,060 ABC
1921	25,607 ABC
1922	26,463 ABC
1923	28,195 ABC
1924, First six months	26,146 ABC
1924, July	26,685 ABC

Record for 36 Years

Explanation: Circulation from 1888 through 1913 from office records of The Times. The Audit Bureau of Circulations was established in 1914. The Erie Daily Times is a charter member. The record from 1914 through July, 1924, is taken from The Times' A. B. C. records. Our auditor's reports do not cover calendar years, tho each report for the fiscal year is divided into quarters, making it possible to give verified figures for the daily average of each calendar year. An audit for year ending June 30, 1924, is expected soon. The figures published for the last half of 1923 and the first half of 1924 are taken from The Times' A. B. C. records.

The *average* in circulation, as in any business, is what counts most. A merchant or a manufacturer is not so much interested in his normal monthly reports as he is in the average for the year. You cannot get away from the circulation predominance of The Erie Daily Times in Erie, Pa. It is a circulation record to which we point with frank pride and to which advertisers look with absolute confidence.

The Erie Daily Times is the only English daily that has ever been financially successful in Erie, Pa.

A vital factor in successful advertising.

Erie Daily Times

A. B. C. Member

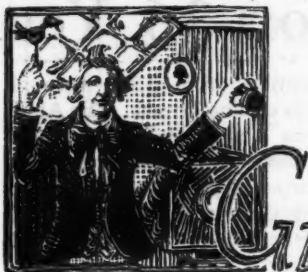
Evenings except Sunday

Erie, Pa.

Representatives:

E. Katz Special Advertising Agency

New York Chicago Kansas City Atlanta San Francisco



Graphic

A complete Graphic Section in gravure tones forms part of The New York Herald Tribune each Sunday. Besides the news of the week in well selected pictures, it contains a full page of sketches from the pencil of W. E. Hill, who seasons the follies of our times with gentle sarcasm and delightful wit.

The appeal to readers

of The New York Herald Tribune is not based on or maintained by one or two well presented special features, but by presenting well a greater number of features than any other newspaper. It does not specialize on certain fields to neglect others, but its news and well rounded features make it as complete a daily and Sunday newspaper as any to be found in America today. *The average net paid circulation for the months of April, May, and June, 1924, was 276,289 daily and 332,892 on Sundays.*

The New York
Herald Tribune

movable property, all of which were secured by the reverse of present-day *life* insurance ways, or by the payment of a lump sum instead of instalments.

Annuities for given amounts were also purchasable. Sometimes the arrangements called for the payment of the annuities to two successive heirs, so that the receiver of the lump sum had to speculate upon the probable lease on life of three people.

And *life* insurance has many later developments at its command for giving the public a truer understanding of its value to all men through the medium of educational advertising. There were the various forms of "gambling" insurance and "tontine" insurance through which the progress of the science of *life* insurance had to pass.

All these ancient efforts at mutual protection represent the expression of the times in matters of life (or death) insurance. And they all offer instructive and impressive material for modern *life* insurance to use in proving its highly advanced service.

While the companies are presenting these contrasts between the clumsy, uncertain ways of old and the scientific methods of today, it strikes me they could do a big work if they followed such historic programs with announcements of a new departure such as would be capable of putting *life* insurance in a position its most optimistic sponsors could hardly have hoped for.

I refer to the opportunity to revert to the one strong point of the ancient organizations known as guilds. Imagine what an increase in loyalty and interest would result if great, national *life* insurance companies had chapters scattered throughout the country which held meetings at regular intervals.

Perhaps there may be laws and organization systems which make such a method impractical, but a plan with such potentialities for benefit is worth the meeting of great difficulties to bring to success. The instinctive human im-

pulse to be "joiners," to belong to organizations devoted to some purpose could be used most effectively.

At present *life* insurance is sold, men take out policies, stuff them away where their sinister suggestion cannot oppress them, and complainingly and reluctantly meet their payments as late as possible.

There is probably more profanity connected with the making of *life* insurance payments than with any other form of regular expenditure—and chiefly because it is looked upon as *death* insurance, as insistent evidence of mortality. And men do not care to dwell upon that subject, nor to have their optimistic hope of an indefinitely long life penalized. Even an endowment policy offers such a far distant hope of reward it seems hardly real to a man who is in the habit of thinking of reward in terms of a weekly pay envelope.

By contrast, if instead of being mere "customers" of a *life* insurance company, men found themselves members of local chapters of a great national organization having for its purpose the most vital object men can imagine, the prolongation of their individual lives, the whole public attitude would be changed.

Then the much maligned insurance agent would be an officer of his chapter, and respected and looked up to as such. Members would make both individual and united efforts to get their friends to "join." All would have pride in the growth of their chapter and healthy rivalry between chapters would stimulate progress.

What greater impulse could *life* insurance hope for than the awakening of the nation to the benefits of prolonging life through the formation of hundreds of local chapters and through the building up of country wide interest in these chapters by means of educational advertising?

As for maintaining interest in the periodic meetings. In this day of health propaganda which has changed our diet, influenced our

wearing apparel, directed our exercise, regulated our sleeping and bathing and even dictated our thoughts and speech; with such a foundation an organization combining all these interests as its prime objective could be made a real power in every community.

The medical and research departments of the central offices could outline programs for meetings which would provide uniformity of procedure all over the country.

What an opportunity the insurance companies would have to lay forcefully before their "members" the evidence of the great work they are doing for living men. What an opportunity their educational advertising would give them to explain these meetings and to secure new members. While national educational advertising spread the whole project before the people, local educational advertising could be building up interest in local meetings, announcing subjects and gathering in members.

But prior to the launching of this membership idea the companies have a splendid approach to it through educating the public concerning the more recent past of *life* insurance. Out of chaos, speculation and loss to both companies and insured, out of misunderstanding and misrepresentation there has been built up one of the world's finest offerings to all men.

Comparatively few have any real comprehension of the high ideals which have upheld the scientific development of *life* insurance. Few know it to be as true a benefactor to society as have been the great inventions and discoveries. Yet, what steam and electricity and steel have been to the science of mechanics, *life* insurance has been to the science of society.

Each phase and department of *life* insurance holds material of intense and impressive interest for use in educational advertising.

Even without the chapter idea people can be brought to look on *life* insurance with more friendly eyes through being made familiar

with its life-giving qualities, thus helping to do away with the feeling of its relation to death and bereavement.

Perhaps the membership scheme, as opposed to the purchasing of cold protection against death, may not be feasible. But if it is, if it could be worked out by any means, even though it required the securing of government sanction, it would mean a new era for *life* insurance that would border the much desired Utopia.

There is also to be again emphasized the importance of educational advertising to the prevention of governmental interference. With the country acquainted with the whole service of *life* insurance, with the people being made aware that they hold the securities of these companies through holding their policies, few demagogues would dare attacks such as have been perpetrated in the past.

And, last, but far from least, let the companies deal with *life* insurance, real *life* insurance. Men will pay far more to live than to die with a credit account. They vastly prefer to live and enjoy the fruits of their thrift than to sweat blood every so often to meet payments which will only benefit a wife whose temper is none too sweet and children who think him a back number.

Mighty few men insure through overwhelming devotion to family. The majority take on the burden because they think it the proper thing to do—and they make the burden as light as possible. The time of slavish devotion to academic convention has passed, and more and more men are going to take the attitude that if they do all they can for their families while they live, the families can jolly well shift for themselves when father's bones are worn out in their service.

So let *life* insurance tell of its great and successful efforts to lengthen life and activity and health and strength. There is much impressive proof to offer. LIFE insurance is the best possible selling argument.

The principles and practice of good advertising are so simple that it is unfortunate so many individuals are industriously engaged in complicating them.

McJunkin Advertising Company

Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago

All About the Agricultural Industries

The 1923 Edition of the "Agriculture Yearbook" Just Out—Third of a Series Which Was Started by the Government in 1921—Is More Complete Than Its Predecessors

Special Washington Correspondence

THERE is a vast amount of fact material in the "Agriculture Yearbook" for 1923 that will be of interest to every advertiser who is selling the great farm markets of the country. The first one of the series of yearbooks published by the Department of Agriculture, that of 1921, devoted a large part of its space to a consideration of the economic situation as it affected the farmer, and presented studies of the principal crops. The book for 1922 followed the same policy, and contained comprehensive studies of conditions affecting hogs, dairy products, tobacco, small grains other than wheat, and forestry. And now the third volume of the series, just published, while it follows the general plan of the others, is much more completely developed and is the most exhaustive treatise of the kind ever issued by the Government.

The 1923 Yearbook contains similar studies of all our principal agricultural industries with an important study of the economic aspects of land tenure. It is prefaced by the annual report for the year of the Secretary of Agriculture, and includes his special report on the wheat situation made to the President. The special articles, reports and studies are followed by a great deal of statistical information which was not included in previous issues, and which presents important material on livestock production, fertilizer production and use, forestry, and domestic and foreign prices of farm products.

In the merchandising of some lines, much of the information of the book may require the supplementing of later figures to make

it of practical value; however, the greatest worth of the book to the advertiser is not as an immediate guide to more business, but as a complete presentation of the agricultural situation during a crucial and the most recent year. Many of the facts and much of the information of the book indicate the trends and changing conditions that will inevitably affect the selling of all commodities in the farm field, and, as Secretary Wallace states in the foreword:

"It is evident that the agriculture of the country is undergoing important changes. The lower returns to agricultural workers as compared with workers in other fields of endeavor are compelling important readjustments. It is hoped that these systematic studies of the economic aspects of some of the more important lines of agricultural industry will be helpful to the formulation of an adequate agricultural policy to the end that the farmer may once more get his fair share of the national income and continue to feed our people at reasonable prices."

WILL AID FARM LEGISLATION

Undoubtedly the facts presented by the book will have some effect on the numerous bills, framed to aid the farmer, that are now pending before Congress; and it is obvious that the basis of any new policy designed to better the condition and increase the profits of the farmer should be of vital importance to all concerns that are interested in the farm field. For these reasons the Agricultural Department anticipates a widespread demand for the 1923 Yearbook from the business men of the country.

Besides a wealth of information on the subjects mentioned, the book contains a study of land utilization that carries an important message for every American. Also, since the special studies and articles deal with the latest processes of production, they seem to suggest valuable ideas for the writing of advertisements used by all manufacturers who utilize farm products.

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Check the one
You Make or Sell!

- Washing Machines ☐
- Radio Sets Complete ☐
- Kitchen Ware ☐
- Toys and Wheel Goods ☐
- Rugs and Floor Coverings ☐

WHAT do you actually know about the markets for your goods? Not the retail outlets you've been selling year in and year out, but the possibilities for increasing your sales in a new direction.

Result—greater production. Better quality at a lower price is then possible because of lower operating expense. Watch sales in present outlets spurt ahead when that happens.

Above are listed five products whose big opportunity is NOW, in the furniture store. Check the one you make or sell. Return the upper part of this advertisement to us with your name on the margin. We'll tell you frankly what is being done and what can be done to stimulate buying in the furniture field.

The Grand Rapids
FURNITURE RECORD
GRAND RAPIDS, MICHIGAN

A. B. C. Audited Circulation.

Members the A. B. P., Inc.

Is Your Product a

Thirty manufacturers of popular grocery staples used the May issue of various magazines for women. Their page advertisements in each publication totaled more than twelve thousand words—2½ to 3 hours of steady reading.

TO introduce a new product in an interesting way is comparatively easy, but to get the consumers to read and re-read the often told story about a popular staple is a much more difficult problem.

Very few people have the inclination or the time to read advertisements for products which they have often bought and used.

Ask any housewife to turn the pages of a magazine and stop at those that she would read if you were not present. Do not be surprised as she quickly turns from sight the color page advertisements of old line staples. If you ask her why she does not read them, she will tell you that she has used the products for many years and knows all about them.

a household Chestnut?

If this is the case with the majority of readers, how are you going to increase the sale of your staple? How are you going to get your package out of more cupboards more often?

The answer is, *Street Car Advertising*. Even if a woman thinks she knows all about—for example—Royal Baking Powder, she cannot turn the car card from sight. Before she has been in the car many minutes, the biscuits so appetizingly reproduced on the car card remind her to make some.

It is the daily follow-up of Street Car advertising that brings the staples out of more cupboards more often, thus increasing their consumption and quickening their sale. That's why Street Car advertising is used from Coast to Coast every day in the year, year after year, by so many of the leading manufacturers of staple products.



National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

Work Demanding CO-OPERATION



NATIONAL CARBON CO., INC.

"IN turning the bulk of last minute vacation necessities into Eveready Sales, an effective campaign was necessary to link publication advertising with the dealer. In this campaign, the Isaac Goldmann Company met every demand and was an important factor in the co-ordinating process."

IT was Goldmann's privilege to co-operate with the National Carbon Company, Inc., in a special direct-by-mail campaign and successfully keep pace with the client and the Saturday Evening Post. Time with no loss of quality was a prime requisite. The broadside, in two colors, was efficiently manufactured by an organization which is keyed to adjust itself to emergency production.



ISAAC GOLDMANN COMPANY

EIGHTY LAFAYETTE STREET, NEW YORK CITY

Printers Since Eighteen Seventy Six

Telephone FRANKLIN 4520



VERSATILITY: "The ability to produce with equal facility work of widely varying character and requirements."

One of a series of advertisements on the Versatility of the Goldmann Plant



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The Public Market as a Retail Outlet

Bureau of Agricultural Economics Runs One in Washington Which Is Causing a Stir in Other Cities

SINCE 1918 there has been a decided movement in the re-development of the public market system of the country that promises better and quicker distribution for advertised food products and several other lines. In a number of cities this development offers, with comparatively few sales on the part of the manufacturer, a local distribution sufficient to warrant the advertising of new food and grocery specialties and with the assurance that a large percentage of the calls created will be supplied.

The Census Bureau has not compiled a public market census since 1918; but at the close of that year the last report shows that there were 237 public markets in 128 cities of the country which had an estimated population of over 30,000. At that time New Orleans reported nineteen markets, the largest number reported by a city, and Baltimore was second with eleven. Since then, although authentic figures are not generally available, a number of cities have reported the establishment of new markets and the remodeling and modernizing of old ones.

Detroit has just completed the remodeling of one of its three municipal markets at a cost of \$175,000. Tulsa, Okla., is rebuilding a large market. Newark, N. J., is erecting a market at an estimated cost of \$5,000,000. And a number of other cities are showing an active interest in the subject and heavily increasing their investments in public-market facilities.

In this development, Center Market, of Washington, D. C., has had considerable influence since April, 1922, when its operation was taken over by the Bureau of Agricultural Economics. As Government property, the market has paid a profit on its investment, and it also has had the benefit in its administration of many ex-

perts in the various organizations of the Department of Agriculture.

Center Market is operated scientifically, under strictly enforced modern sanitary regulations; excessive prices are prohibited, and every stall is subject to rigid and frequent inspection and supervision. Undoubtedly this sort of management has contributed to the popularity of the market, for the last report of the bureau states that the spirit of co-operation manifested by the majority of the lessees in the observance and enforcement of rules has been very gratifying, and that no difficulty has been experienced in keeping all of the stands continuously occupied. During the fiscal year of 1923, there were only eight changes in tenants, and the year closed with 102 applications for inside stands on file.

A CONSIDERABLE VOLUME

Just what this means to the advertiser of food products and grocery specialties is indicated by the fact that the total business of the tenants last year was \$14,594,984. Of this total, the sum of more than \$9,000,000 represents retail sales made by the stands.

So far as can be learned the average individual purchase never has been computed, hence it is not possible to estimate the annual number of customers; however, talks with a number of the proprietors of stands brought forth some interesting opinions. One man who operated a fresh-meat stand says that it is not at all uncommon for his clerks to serve 1,200 customers in a day, and that at least 10,000,000 customers visited the market last year. Another, who operated a grocery stand and specialized in coffee and tea, said that he had done considerable figuring with the result

that he estimated the average total purchase of a customer to be \$1.50 on a shopping tour through the market, and that at least 40 per cent of the housekeepers of the district took a trip to the market within every thirty days.

While these opinions may be influenced somewhat by optimism and prejudice, the contrast of the total retail volume of the market with the population of the District of Columbia will give the advertiser a more reliable indication. Recently, the Census Bureau estimated the population of the District to be 486,936. On the basis of five to the family, this figure shows that there are approximately 100,000 housekeepers residing in the District, and several of the stand proprietors interviewed give assurance that very few of even their most regular patrons visited the market more than three times a week.

Most of the stands in Center Market are arranged for the sale of meats and vegetables; but there are about six grocery stands that do a large business, and at least one that specializes in household hardware. At the grocery stands there is an absence of display cards; counter space is at a premium; but in none of the stores in the city are the goods themselves so well displayed. There are also several stands that sell flowers; others specialize in cheese, butter and eggs, and within the market everything for the table can be purchased.

While discussing the distribution of new food products with one of the officials of the market, he said that he thought the advertising of the market as a retail distributing centre by any manufacturer would not only encourage the featuring of the goods by the stands, but also furnish means of reaching the maximum number of prospective customers with the minimum of dealers.

"This opinion," he continued, "is based on actual experience. During the months of March, April and May, of last year, the market was liberally advertised in the four largest newspapers of

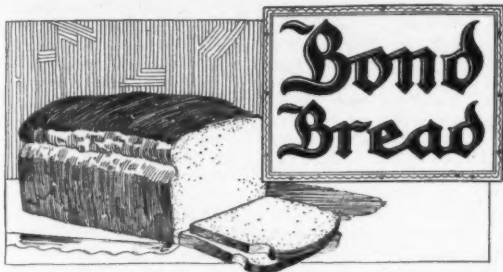
Washington. This effort was intended to increase business by acquainting the public with the facilities available at Center Market. The cost of this advertising was met entirely by the dealers, the bureau merely aiding in furnishing material for the use in the preparation of advertising copy, and a fund of approximately \$2,800 was raised and spent for the purpose by about 125 of the 173 dealers in the market.

"While it is difficult accurately to measure the results of the advertising, it is believed by the bureau and the dealers that it produced decidedly worth-while results that warranted a continuation of the campaign, and that is practically what we reported. Hence it would seem that the market offers the advertiser of food products a very active distribution centre that will place his goods before a large percentage of the community's possible purchasers."

MARKETS IN OTHER CITIES

This official also said that many other cities offered the manufacturer similar facilities for wide distribution, from one or more public markets. He explained that, from the old idea of giving the farmer an opportunity to sell his produce direct, the public market has developed into a complete system for the distribution of foods. Among several contributing factors the automobile has played an important part, for it has largely overcome the problem of the delivery of the market basket, and Center Market has gone to considerable lengths to provide adequate parking space.

The unusual interest of numerous city officials in the subject of public markets is undoubtedly the result of public interest. During the last two or three years, several delegations, representing large women's clubs, have made special trips to Washington from various parts of the country to investigate Center Market and study the reports of the Bureau on the retailing of foods. Civic organizations, bankers, public-spirited citizens



For Our Daily Bread— A Perennial Sign

THE tasty loaves of next year, and many, many years to come will be advertised by these very same signs that are selling Bond Bread today through their ever fresh appeal.

Baltimore Permanent Enamel signs are always new. Always gleaming with the lively color of porcelain that has been fused at intense heat into a backing of heavy sheet steel.

When you present your product to the public eye through such a medium you are sure of highest attention value at lowest cost—because Baltimore signs are practically indestructible. Long after they have paid for themselves, they retain their lustrous newness.

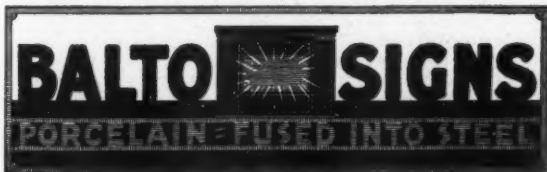
Write to our Baltimore or New York Office for the name of our nearest representative.

The
Baltimore Enamel & Novelty Co.

Established 1896

Mt. Winans, Baltimore, Maryland

NEW YORK OFFICE, 200 FIFTH AVENUE



and many others have written hundreds of letters asking for information.

By both of these groups, Center Market is evidently looked upon as a model and an exceptional success; but the market officials of the Bureau make no such claim. They say frankly that many communities would probably make just as good or a better showing, if the figures were known.

In 1918, the value of public-market properties in ten cities having a population of over 500,000 was more than \$16,000,000. Since then the total has increased enormously, and is only one of several important indications that the public market has developed, in many communities, into a highly organized and exceptionally advantageous retail outlet for advertised food products, grocery specialties, soft drinks and several other lines.

Domestic Packing Ills to Be Diagnosed

MORE than 5,000,000,000 containers are used in domestic shipping every year. The magnitude of this figure alone gives the subject importance. Last year it cost the railroads \$5,000,000 just for repairs to damaged containers. Because of improper packing, the losses to carriers alone during 1922, are estimated at \$11,800,000.

The opportunity and need for improvement and saving are apparent at a glance. And the Department of Commerce, which is authority for the figures given, has, at the request of manufacturers, shippers, and carriers, started scientific studies intended to reduce these enormous losses.

The Bureau of Foreign and Domestic Commerce several months ago made an investigation of export packing. Now the work is beginning nearer home. An attack on poor packing in domestic shipping has commenced, under the direction of a recently organized Domestic Commerce Division of the bureau. The studies have been started along two basic lines: (1) the need for

stronger and better containers so as to reduce loss and damage in transit, and (2) the need for cutting down the constantly growing costs of distribution in which packing plays an important part.

In these studies the division is receiving the assistance of representatives of the Forest Products Laboratories, the Interstate Commerce Commission, the Post Office Department, and such interested organizations as the Chamber of Commerce of the United States, the American Railway Association, the American Society for Testing Materials, the National Association of Box Manufacturers, the Associated Cooperage Industries of the United States, the Wire-Bound Box Association and the American Railway Express Company.

Allied Newspapers Opens Los Angeles Office

A new office has been opened at Los Angeles by Allied Newspapers, Inc., publishers' representative, New York. Charles H. Moody, formerly advertising manager of *The Western Farmer*, Portland, Oreg., is manager.

E. C. Learock with Sunset Specialty

E. C. Learock, formerly sales manager of the General Automotive Company, Chicago, is now general manager of the Sunset Specialty Company, Los Angeles, manufacturer of automobile windshields.

Changes Name to Westons, Ltd.

Westons, Ltd., Toronto, has been incorporated to take over the business of Geo. Weston, Ltd., formerly controlled by the late George Weston, baker and biscuit manufacturer. Garfield Weston heads the new concern.

"B'nai B'rith" Appoints Advertising Manager

L. L. Lewis has been appointed advertising manager of *B'nai B'rith Magazine*, a national Jewish monthly, published at Chicago.

F. E. Mann Joins Charles W. Hoyt Company

Fred E. Mann has joined the Boston staff of the Charles W. Hoyt Company, Inc., advertising agency, as a sales representative.

1, 1924

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Colorgraphic Advertising REG. U.S. PAT. OFF. PACKAGE INSERTS



Colorgraphic

PACKAGE INSERTS

- Mean maximum efficient circulation.
- Help sell NEW products and slow movers.
- Suggest new uses.
- Insure effective distribution of sales literature.
- Secure requests for samples.
- Build mailing lists.
- Minimize substitution.
- Make repeat customers.

C. Johnson's Prepared Wax

heretofore carried no advertising. Now in the friction top lid of every can is packed an insert as shown above, featuring their Liquid Wax and also advertising their new Colorgraphic book on "Home Beautifying."

"Colorgraphic Advertising Pays"

AMERICAN LITHOGRAPHIC CO.

BALTIMORE
BOSTON
BUFFALO

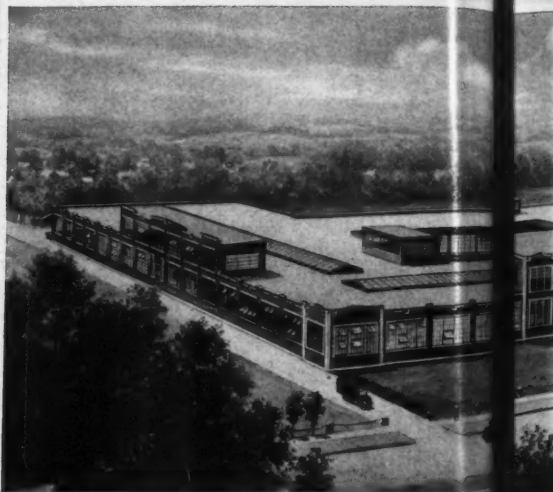
NEW YORK
CHICAGO

CLEVELAND

KANSAS CITY
PHILADELPHIA
ST. LOUIS

Colorgraph

REG. U. S. PAT. OFF.



NEW BUFFALO PLANT OF AMERICAN LITHOGRAPHY

This modern factory, just completed, is a substantial addition to our main plant at 19th Street and Fourth Avenue, New York. A large battery of offset presses and a complete finishing department are being installed, including a number of envelope-making machines with production capacity of 15 million envelopes per month.

All the factory activities are on one floor, approximating 115,000 square feet. Paper and press rooms are laid out to yield maximum light and space, and are also equipped with air-conditioning systems. All contributing to quality production.

AMERICAN

BALTIMORE
BOSTON

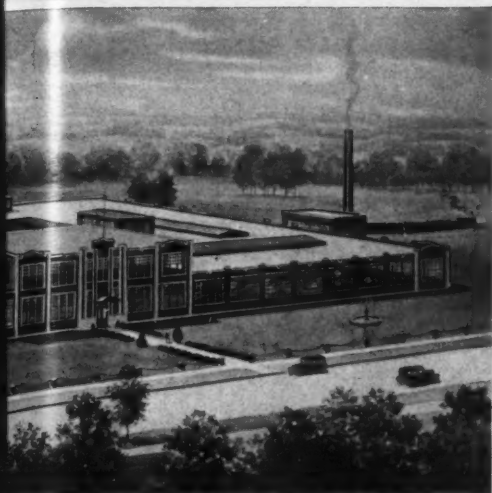
BUFFALO
CHICAGO

"Colorgraph" Division

LITHOGRAPHY

NEW YORK

Transparencies



LITHO HERST STREET NEAR ELMWOOD AVENUE.

We have outgrown our former factory at Swan and Center Streets, Buffalo, where for twenty-five years we have specialized in the manufacture of transparencies.

A substantial portion of the new plant is segregated for the production of Colorgraphic Transparencies, and if a better sign can be made we will make it here.

You are cordially invited to inspect the new plant. Mr. Hackford, our manager at Buffalo, will be glad to show you through.

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GRAPHIC COMPANY
NEW YORK CLEVELAND PHILADELPHIA
KANSAS CITY ST. LOUIS

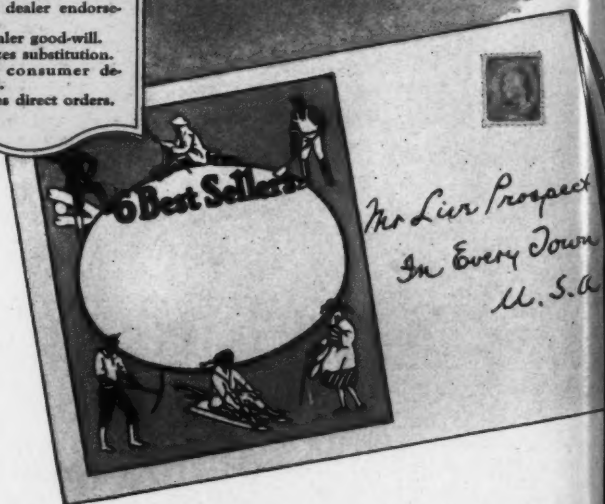
Colorgraphic Advertising DIRECT-BY-MAIL

Colorgraphic

DIRECT-BY-MAIL

Advertising

Stocks new dealers.
Speeds up turnover.
Strengthens weak sales spots.
Reduces sales resistance.
Secures dealer endorsement.
Gets dealer good-will.
Minimizes substitution.
Creates consumer demand.
Produces direct orders.



B. F. Goodrich Co.

used the above broadside on their "Red Line" Rubber Footwear, as advance piece sent to trade to help break down resistance for salesmen.

* * *

Another one of our clients advertised in 11 trade papers and received 215 leads. They pulled 6434 leads with Colorgraphic Direct-By-Mail-Advertising in same period.

"Colorgraphic Advertising Pays"

AMERICAN LITHOGRAPHIC CO.

BALTIMORE
BOSTON
BUFFALO

NEW YORK
CHICAGO

KANSAS CITY
PHILADELPHIA
ST. LOUIS
CLEVELAND

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Getting One Customer to Produce Five More

Names of Buyers on the Books Can Be One of the Most Valuable Assets a Company Can Have

By August Belden

AT the risk of saying something that has become an accepted fact, let us start with the assertion that a satisfied customer is the best advertisement any manufacturer can have. Nothing has ever been discovered to take the place of word-of-mouth advertising. The power of testimony is recognized in the church, the court, the college, as well as in commerce.

Getting old customers to help produce new ones is a definite part of the selling policy of many organizations. The conscious use of old customers may be approached in two ways; directly and indirectly. The indirect method is best exemplified in the advertising of companies which have service to sell when the copy tells about past performances.

The direct method might be described as a deliberate attempt to secure the direct co-operation of customers, getting them to make a definite effort of some kind toward influencing sales. There can be nothing undesirable in work of this kind provided it is done tactfully and courteously. Everyone in the circle should benefit, for it is a case of passing a good thing along.

Getting customers to help find new ones is a path to sales traveled for years by insurance salesmen. Even so the life insurance companies do not derive the benefit they should from their policyholders. The reason for this is, no doubt, that they do not try very hard to keep these policyholders sold on life insurance — they don't do much to turn them into boosters. This point was brought out in a recent article in *PRINTERS' INK* in which it was said that "there is no consistent effort being made to sustain the interest and enthusiasm of the

policyholder." The Guardian Life Insurance Company saw the point and began to do something about the matter. It prepared advertising material for the direct purpose of educating the policyholder and of humanizing the relations between himself and the company with the belief that this would engender a friendly spirit and turn a cold proposition into a warm-hearted booster. It also reprinted the *PRINTERS' INK* article in its house magazine, "The Guardsman," for the benefit of its agents and salesmen. Shortly after the appearance of the article a letter came to the company's office from a recent recruit to the sales staff which read in part as follows:

"I have been reading on the different phases of life insurance work and studying your printed instructions to agents; particularly the section under the heading: 'How to Locate Prospects.'"

AN UNWORKABLE THEORY

"We are told that prospects can best be obtained by calling on those who already have insurance; that they are interested in insurance and can suggest the names of others who might become interested.

"In the very short time that I've been working in the life insurance field I have followed this suggestion, but not in any case did I obtain results. While it may be true that these present policyholders should be good sources for other prospects, my experience is that they are not enough sold on insurance themselves to be interested in whether other people take policies or not. I have been giving this subject much study and have come to the conclusion that if something would be done to educate the policyholder in the need for insurance and the sub-

ject be kept before him at intervals, that they would then become boosters."

The company says in regard to this: "We are formulating plans to translate into action the splendid suggestions Mr. Marx has made, and one step on the road has been taken by mailing the 'Strength and Growth' circular to each policyholder. Go a block or a mile out of your way once or twice each week to pay a friendly call—friendly but brief—to one of your policyholders. They'll co-operate with life insurance if we can co-operate with them."

Here is the basic principle back of the plan of getting old customers to help in getting new ones. The old ones must be kept sold, they must have a real interest in you and your product, they must be more than customers, they must be enthusiastic boosters. And this sort of thing can be accomplished if a certain amount of advertising is directed to the old customer as well as to the prospective new one. But, most important of all, take very good care of the user of your product.

A letter was recently received by the Toledo Scale Company from a rural merchant in Athens County, Ohio, saying: "I want to buy a pair of your Honest Weight Scales. Your agent sold a pair to a store not far from me. Send your agent here within the next six or eight days or sooner if possible." The company comments upon this letter as follows: "This goes to prove again that a satisfied user is your best advertisement. Take the best possible care of your users. Cultivate their pride in Toledo scales."

The American Slicing Machine Company of Chicago has been using satisfied users of its machines as a source of prospects for twenty years. Whenever a customer has finished paying for a machine the company sends him a form letter which reads as follows:

"We acknowledge receipt of your recent remittance in full for the American Slicing Machine. We are sending you receipt herewith.

We sincerely trust that the longer

you use your American Slicing Machine, the better pleased you will be with it. We want to assure you that our interest in the success of the machine in your establishment goes on just the same now that it has been paid for, as previously and if at any time you experience any difficulty whatsoever in getting the machine to do the high-grade, perfect work that it is capable of doing, we hope you will write us freely and promptly and give us an opportunity to be of assistance to you.

We would esteem it a favor if you would kindly give us on the enclosed stamped postal card the names and addresses of any of your friends who ought to be using our machine. We trust that it is not asking too much of you to report such firms to us immediately upon receipt of this letter.

In a postscript to the letter this advice is given: "Keep your machine clean. Sharpen your knife every morning. Oil the machine every week or ten days."

The company's salesmen are kept informed in regard to all correspondence which passes between the office and customer by means of carbon copies of the letters sent them. As a part of the policy of using old customers as a source of prospects salesmen are urged to make a practice of calling back after machines have been installed. But it is hard to get them to do this regularly, the company says, because of the fact that when a man buys a machine he will not be in the market again for from five to twenty years. Salesmen therefore feel that they are wasting time returning to this apparently dead market, not realizing that the old customer can probably be of some benefit to them in locating new ones.

Most manufacturers of labor-saving apparatus for the home, such as washing machines, vacuum cleaners, ranges, etc., regularly use some kind of system to obtain the names of possible future customers. The plan used by the Laundrette Manufacturing Company of Cleveland is a good example of the usual type of system employed. Every Laun-Dry-Ette washing machine is sold with a guarantee bond. When a woman buys a Laun-Dry-Ette she finds inside of it the company's guarantee card and with it a stamped return envelope. She is asked to use this card in applying

Studied—not merely read

The longer a man "stays with" each issue of a business paper in which your advertisement appears, the better chance you have to hammer home to him your sales-message. "Touch-and-go" readers—glancers—are of little use to advertisers.

Typical Charts

Steel Ingot Production
Pig Iron Production
United States Steel
Corp. Unfilled Orders
Bradstreet's Wholesale
Price Index
Monthly Construction
Awards (Sq. Ft.)
Construction Costs
Railway Car Orders
Automobile Production
Railroad Traffic
Security Prices
Iron Trade Review
Business Index
Iron and Steel Price
Index (Iron Trade
Review)
Cost of Living
Farmer Purchasing
Power
Foundry Pig Iron Prices
Monthly Structural
Awards
Steel Castings Bookings

IRON TRADE REVIEW is edited in a way that makes it important for an executive to give it a thorough study every issue.

Each topic is treated briefly but the wealth of vitally important contents is such that it cannot be skimmed. For example, the Business Trend graphs (4 pages each week) are the sort of material that a careful executive feels he needs and must digest.

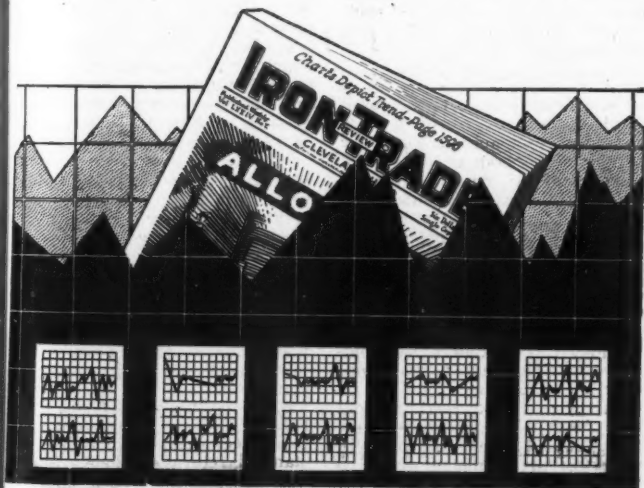
A Penton Publication

Published Every Week

Established 1883

Penton Bldg., Cleveland

A. B. C. A. B. P.



to the company for the formal guarantee which covers every machine. On the card is a space for her name and address and also a place in which the name of the dealer from whom she bought the machine can be filled in, the price she paid for it and whether she received a demonstration in her home or not.

When the company receives this card it mails the customer the formal guarantee and a small folder which describes the type of people who purchase Laun-Dry-Ettes. At the conclusion of this folder is a space for the names of any of her friends who should receive information in regard to the machine. The back of the folder may be detached and then becomes a postcard which is stamped when the company mails it to the customer. When the cards come back, and a surprisingly large percentage of them do, correspondence is begun with the new prospects, advertising matter sent to them and dealers advised. But the company does not stop here with the customer who sent in the names. She is thanked and then asked why she was so kind as to send the names of her friends when no reward of any kind was offered to her. This letter brings back wonderful testimonials which can be used in following up prospects.

CUSTOMERS MAKE GOOD SALESMEN

Oftentimes businesses are built up almost entirely by making every customer a potential salesman. One of the best examples of such a situation is the case of the Oliver Oil-Gas Burner & Machine Company of St. Louis. The business of this company developed from a strictly mail-order proposition to one of direct personal selling. From its humble beginning in 1914 when prospective customers were offered an oil burner free if they would sell four others, the company has built up a marvelous distributing system made up of thousands of people throughout the country. The story of the growth and methods of this romance of merchandising has been told in *PRINTERS' INK*.

An interesting and rather daring way of using old customers was worked out some time ago by the Gordon-Van Tine Company. Three old customers were asked to write to one prospective customer in their vicinity, telling of their experience with the company. In order to make it easy for these old customers to send the letters the company wrote the letters for them, in simple, conversational style, each letter, of course, being different from the others. The following example indicates the type of letter prepared:

"I'm one of those folks who believe that one good turn deserves another.

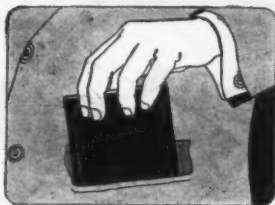
"So when I got a letter today from the Gordon-Van Tine Company telling me that you were interested in building, and asking me to drop you a line, I was glad to do so.

"My dealings with Gordon-Van Tine were very satisfactory. I got full value for every dollar I spent. I am sure that you will get the same square treatment and will also save a tidy sum, the same as I. They promised to fully satisfy me and they did.

"Their methods, I think, are very honest. Their treatment was fine. I believe you will be just as pleased as I was."

During a certain period, the company asked 3,813 of its customers to sign letters of this kind and mail them in stamped, addressed envelopes which were enclosed with the letters. Of this number, 2,362 actually mailed the letters. One hundred and eighty-seven of them were returned because of some dissatisfaction which the company knew nothing about and which gave it an opportunity to adjust complaints and reclaim them for customers. The company was convinced that a great deal of the new business which came in during that period was due to this "old customer" plan.

Last winter the Old Town Canoe Company gave considerable thought to a method of reaching additional prospective canoeists
(Continued on page 113)



The book *your salesman carries*

THE book your salesman carries should weigh as little as possible.

If he is to use it frequently, it should be easy to lift, convenient to handle.

Salesmen do not like to carry books that are heavy and bulky. There is constant temptation to leave such books behind—in the hotel.

When your salesman yields to that temptation, the book ceases to earn money for you.

Our Government spends thousands of dollars to make soldiers' equipment light. The energy a soldier puts into carrying weight cannot go into fighting.

The energy your salesman spends carrying heavy books cannot go into selling.

Make the book your salesman carries light by printing on Warren's Thintext.

Five hundred sheets, 25" x 38", of ordinary catalog paper

weigh 40 or 50 lbs. Five hundred sheets, same size, of Warren's Thintext weigh only 24 lbs.

Warren's Thintext takes a clear, pleasing impression from type and engravings. It is practically opaque.

Warren's Thintext is strong. Catalogs and data books printed on it stand lots of rough use.

You or your printer can get sample sheets from any distributor of Warren's Standard Printing Papers.

We have published an interesting book showing examples of books and catalogs, the weight and bulk of which have been halved by printing on Warren's Thintext.

This book is entitled "Making it Easy to Plan Printing on Warren's Thintext." A copy will be sent free to any printer or advertiser on request.

S. D. WARREN COMPANY, 101 MILK STREET, BOSTON, MASS.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS

All Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding



THERE are two ways of directing your magazine advertising to women—one, the broadcast method to reach large numbers; the other, an intensive drive upon a selected market.

The difference between the two is the difference between standing on a hilltop with a basket of feathers, throwing handfuls of them into the air—and that of using fewer feathers, fitting them to arrows and aiming at a target.

MODERN

The Trade Paper

BOSTON

NEW



Pursue the first method and many of your feathers *may* reach the hoped-for destination. But choose the second; and certainty that you will hit the mark replaces hope that you may.

If you are selling a household commodity, the home-making woman is your natural target, and *Modern Priscilla* will carry your advertising straight to the bull's eye—

Because, being editorially devoted to home making and home management, its circulation is automatically limited to the very women you want to reach—a compact, "hand-picked" market of more than 600,000 women who can and do buy everything they are convinced they need to help them make better homes.

PRISCILLA

of the Home

YORK

CHICAGO

A Million Homes



—the desirable homes in the community

—homes with children, with these young folks the big consideration. (Think of what is required just to equip these million boys and girls for school next month!)

—comfortable homes; 75% of them in towns under 25,000

—homes where respect and confidence have been solidly built and maintained through half a century.

These are the characteristics of the TRIO'S million homes; homes reached through their young folks in a way as effective as it is different. It affords a real opportunity—national in scope—for immediately broadening your present market while insuring your future market.



THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce,

95 Madison Ave., New York

Ronald C. Campbell,

326 W. Madison St., Chicago

Sam Dennis,

Globe-Democrat Building, St. Louis

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

through owners of Old Town Cances. The plan which was finally developed was to attach to each canoe an envelope containing a card which the purchaser was asked to return to the company with his name and address and the names and addresses of friends who might be interested in the purchase of a canoe. The company promises to send a catalogue to each of these friends. This plan does two things—gives the company a list of prospects and the names of those who are the final buyers of its product which formerly it had no way of knowing.

These are just a few incidents illustrating the attempts of manufacturers to get customers to work for them. Many more could be related. However, generally speaking, not very much of this sort of thing is done. It is more apt to be the other way around, that is, it would probably be found that old customers are pretty much neglected. This is particularly true in retailing. Everyone knows this. Stores, as a rule, don't take the trouble to follow up the customer who has stopped buying. Very few retailers carry on a regular practice of telling customers when new things arrive in their stores in which they might be interested.

Holding old ones and making them work for you is a neglected opportunity. Men and women are appreciative, as a general rule. They like to help if they are given the invitation.

New Magazine Published for Mutual Insurance Business

A new magazine devoted to the interests of mutual insurance has started publication at Chicago under the name of the *Journal of American Insurance*. It is being published by the American Mutual Alliance, a union of several hundred insurance companies. The magazine will be issued monthly.

Harold P. Janisch is editor and business manager. A. V. Gruhn is advertising manager.

Chair Account for Glaser & Marks

Glaser & Marks, Inc., advertising agency, Boston, has been appointed to direct the advertising of the Nichols & Stone Company, Gardner, Mass., manufacturer of Windsor chairs.

Death of James Sherwood Seymour

James Sherwood Seymour, for many years engaged in newspaper and magazine publishing, died at his home in Bronxville, N. Y., on August 11. He was sixty-three years old.

Mr. Seymour became associated with Harper & Brothers in 1886. In 1890 he became publisher of the *New York Evening Post*, remaining in that capacity for seven years, when he joined the old *New York Commercial Advertiser*, which later became the *Globe*, as publisher.

He became general manager of the *Chicago Record-Herald* in 1903. Ten years later, in 1913, Mr. Seymour left the *Record-Herald* and joined The Crowell Publishing Company, becoming vice-president, treasurer and a member of the executive committee. He retired from active work several years ago because of illness.

In addition to his business activities, Mr. Seymour was at one time treasurer of the American Newspaper Publishers Association. His father, Edward Seymour, was a member of the firm of Scribner & Armstrong, and one of the founders of *Scribner's Magazine*. Mr. Seymour leaves two sons, who are engaged in newspaper and advertising work. They are Edward P. Seymour, who is with the Crowell company as advertising manager of *Farm and Fireside*, and Theodore P. Seymour, who is assistant manager of the American Newspaper Publishers Association.

St. Louis Pump Using Color Inserts

The St. Louis Pump & Equipment Company, St. Louis, Mo., manufacturer of equipment for the storage, pumping and distribution of gasoline and oils, has made application for registration of its trade-mark, "Kero Lube," for use on a kerosene dispensing unit.

The company advertises its equipment in business papers. At the present time, R. M. Berkley, assistant sales manager, informs **PRINTERS' INK**, color inserts printed on heavy stock are being used.

Coal Account for Nathan Agency

The Popular Coal Company, Chicago, has appointed the Nathan Advertising Company, Chicago, to direct its advertising. Farm papers and newspapers will be used.

The Moloney Belting Company, Chicago, has also placed its account with the Nathan agency. Business-paper and direct-mail advertising will be used for the latter account.

"Radio Age" Appoints Pacific Coast Representative

Radio Age, Chicago, has appointed Benjamin Leven as its Pacific Coast advertising representative. His headquarters will be in San Francisco.

Newspaper Advertising Sets the Stage for the Sample

How Climalene Uses Advertising to Build Prestige for the Sample

FOR a number of years the Climalene Company, Canton, Ohio, manufacturer of Climalene, a water softener and household cleanser, has been employing house-to-house distribution of samples as an efficacious method of opening a new territory.

"In recent years," says G. H. Deuble, general sales manager of the company, "we have found it increasingly difficult to secure the desired prestige for these sample distributions.

"There are several reasons for this condition. First, perhaps, is the fact that house-to-house sampling is no longer the novelty it was years ago. A great many manufacturers have turned to this method of intensively cultivating a territory. As the number of sample distributions has increased, the interest in individual samples has shown a corresponding decrease.

"Then, too, it must be admitted that the character of products sampled has not always been of the highest calibre. A great many cheap medical preparations and similar articles have been sampled from house to house, with the result that in some localities the housewife has come to look with suspicion upon any sample product left on the front doorstep.

"We found many cases where women were really afraid to use the samples of Climalene. Some expressed fear that this (to them) unknown product would 'ruin their hands.' Others seemed to regard it as a dangerous chemical that might injure silver and glassware, if used in the dishwasher. And there were others who simply said, 'We won't use this sample because we don't know anything about it.'

"Ours was clearly a problem of building prestige for the sample. But how to go about it was the question.

"We considered a plan of employing trained demonstrators to present the sample in person with a brief canvass, explaining its purpose and merits. But we were forced to abandon this idea for a number of reasons.

"In the first place, this plan was prohibitively expensive for a product such as Climalene. Also, it was too slow. In order to keep our dealers enthused it was imperative that we cover a territory quickly, and build up a consumer demand without delay. Then, again, there was the point that in this day and time, a housewife no longer stays at home from morning to night, day in and day out. In 100 calls, a demonstrator would find perhaps not more than sixty or seventy-five women at home. So that a large percentage of the samples would have to be left at the door anyway.

"And finally, the problem of selecting, training and supervising a crew of house-to-house workers involved responsibilities we did not care to shoulder.

"So, after considerable deliberation, we finally decided to let newspaper advertising bear the burden of building prestige.

A NEWSPAPER OVERTURE

"Our advertising appears a few days before the actual sampling, and continues in the local papers, while the samples are being distributed. This advertising stresses the various uses of Climalene, emphasizing particularly the fact that it softens hard water, and takes the drudgery out of dishwashing.

"For this introductory campaign, we have adopted the theme 'Use your sample of Climalene to take the drudgery out of dishwashing.' Frankly, we purposely suggested and emphasized a definite use where Climalene would 'show up' to the best advantage.

"At the same time, we did not neglect mentioning in our advertisements several of the other uses for Climalene. This was done because we wished to show, right at the start, the wide application of the product."

The opening newspaper advertisement in the Climalene sampling

You will get your sample of Climalene this week. It will be left on your front door-step. We want you to try it in the most important and most irksome of all your household tasks—dishwashing!

That's the easiest method we know of to recruit you into the army of America's hundreds of thousands who are using Climalene for all household cleaning.

You will also use Climalene on your pots and pans; in the laundry for everything from the finest lingerie to the worst soiled clothes; in the bath and toilet; for woodwork, tile, walls, floors and windows.

The descriptive circular tells you many uses for Climalene. You will find it inside the sample package.

Order Before The Sample Runs Out.

A smaller advertisement appearing a few days later, when the sampling is fairly under way, again accentuates the use of Climalene in washing dishes.

This is followed, in a day or so, by the third and final advertisement in the series, which seeks to dramatize the doorstep sample. The illustration shows a housewife stooping to pick up the Climalene package which has been left at her front door. An accompanying caption bids the reader to "Look for the Sample on Your Doorstep." Once more the dishwashing feature

is emphasized in the heading, "Two Days of Perfect Soft Water Dishwashing Are in the Package at Your Door."

In all of these introductory advertisements the Climalene package is prominently displayed, so that the housewife will instantly recognize the package when it confronts her on the doorstep. And having been intrigued and instructed by the carefully planned campaign, she does not regard the package as simply "another sample." She has read all about the product in a newspaper which has her confidence. The promise that it will not only



Minneapolis
will have real soft water
NOW

DRUGGERY banished three times a day; dishes restored to shining cleanliness in two-thirds the time with the aid of Climalene, the wonderful soapless cleanser.

You will get your sample of Climalene this week. It will be left on your front door-step. We want you to try it in the most important and most irksome of all your household tasks—dishwashing!

That's the easiest method we know of to recruit you into the army of America's hundreds of thousands who are using Climalene for all household cleaning.

You will also use Climalene on your pots and pans; in the laundry for everything from finest lingerie to the worst soiled clothes; in the bath and toilet; for woodwork, tile, walls, floors and windows.

The descriptive circular tells you many uses for Climalene. You will find it inside the sample package.

ORDER BEFORE THE SAMPLE RUNS OUT
Your Grocer Has It Now in 12 oz. and 2 pound Packages
Made by The Climalene Co., Chicago, Ill.
Our nearest to Boston is: (Name yours).

CLIMALENE
Softens Water—Saves Soap



ANTICIPATION AND A FAVORABLE INTRODUCTION ARE SECURED FOR THIS PRODUCT BY PRE-SAMPLING NEWSPAPER COPY LIKE THE ABOVE

campaign is headed by a graphic illustration of a giant distributor, striding across a city, scattering Climalene samples in his wake. The caption is individualized by inserting the name of the city. For example, the company is now sampling the Twin City district. The initial advertisement in the Minneapolis newspapers bears the heading, "Minneapolis Will Have Real Soft Water Now." The text then proceeds as follows:

Drudgery banished three times a day; dishes restored to shining cleanliness in two-thirds the time with the aid of Climalene, the wonderful soapless cleanser.

soften hard water but lighten the dreary drudgery of dishwashing has caused her to regard the campaign with more than passing interest. Before the sample actually arrives she has, in all probability, made a mental note to "try it out." And that, obviously, is just what the company has sought to accomplish.

Incidentally, it should be added that this three-piece introductory campaign is not a mere "flash in the pan." As soon as the sampling has been completed, and retailers are amply stocked, the company's regular thirty-six-week newspaper campaign is launched. This regular campaign is similar in style to the introductory effort, but stresses principally, the large number of uses for the product, so that the woman who starts using Climalene for daily dishwashing may gradually be educated, through these announcements, to apply Climalene to other household tasks.

Caleb E. Johnson Dead

Caleb E. Johnson, president of The Palmolive Company, Milwaukee, died at East Hampton, N. Y., on August 8. He was sixty-seven years old. Mr. Johnson came to Milwaukee with his parents in 1864. At 21 he was the only salesman of the B. G. Johnson Soap Company, which his father established. Upon the death of his father in 1901, he became president of the organization, now The Palmolive Company.

J. E. Smith with "McCall's"

J. E. Smith has resigned as manager of the market research department of The Class Journal Company, New York, to join the advertising staff of *McCall's*, New York. He will be attached to the Chicago office and will represent *McCall's* in Michigan and Indiana.

Boston "American" Transfers Harold Kern

Harold Kern has been appointed Chicago representative of the Boston *American*. He was formerly a member of the Boston staff. Mr. Kern succeeds E. A. Steele, who has resigned.

Join Sugden Agency

George Hartman, who will act as solicitor, and Miss Louraine Aber, who will handle copy, have been added to the staff of The J. L. Sugden Advertising Company, Chicago.

Delicatessen Dealer Builds New Business by Advertising

A recipe for making good sausages and advertising have combined to build up a profitable business for the proprietor of a Buffalo delicatessen store. Some time ago the owner, Michael Ulrich, started making these sausages for sale in his store. He used newspaper advertising to make his product popular in his neighborhood. So successful has this advertising been in creating a demand for these sausages that Mr. Ulrich is now manufacturing and distributing this product to other retailers.

In his copy Mr. Ulrich tells of the history of sausages as a table delicacy in both palaces and the homes of peasants in Europe. Readers are told how the sausages are made and an invitation is extended to them to visit Mr. Ulrich's little factory.

A pledge also is given by Mr. Ulrich that so long as he makes sausages bearing his own name, their quality and factory cleanliness will be his first consideration.

Pittsburgh Advertising Golfers to Meet

Forty-eight players have entered their names in a golf tournament which the Pittsburgh Advertising Club will hold on August 18 at the Westmoreland Country Club. Prizes will be awarded to the winners in three events. The golf committee has arranged for two more tournaments before the season closes. These will be held on the Shannopin links on September 15 and on the Stanton Heights links on October 15.

R. C. Rowland with Doubleday, Page

Royal C. Rowland, formerly with The Class Group, Inc., New York, has joined the advertising department at the New York office of Doubleday, Page & Company, Garden City, N. Y. He will represent *Garden Magazine* and the *Home Builder*.

Trade Press Publishing Corporation Appointments

The Trade Press Publishing Corporation, Chicago, has appointed two new representatives. Louis D. West, as Central representative, will be located at Cleveland, and H. N. Condict, New England representative, will have headquarters at Boston.

Radio Accounts for Kirtland-Engel Agency

The Kirtland-Engel Company, Chicago advertising agency, has been appointed to direct the advertising accounts of the American Radio Engineers, radio correspondence school, the Flint Radio Company, and the Auto Radio Company, all of Chicago.

THE SYRACUSE HERALD LEADS

in advertising lineage and is continuously widening the gap.

The first seven months of 1924

LOCAL DISPLAY

HERALD	4,135,523 lines
Second paper	3,033,037 lines
Third paper	2,434,208 lines
Fourth paper	1,289,379 lines

NATIONAL DISPLAY

Exclusive of Automotive

HERALD	928,732 lines
Second paper	777,588 lines
Third paper	626,549 lines
Fourth paper	208,509 lines

AUTOMOTIVE

HERALD	551,264 lines
Second paper	428,253 lines
Third paper	309,134 lines
Fourth paper	187,971 lines

DEPARTMENT STORES

HERALD	1,020,817 lines
Second paper	722,918 lines
Third paper	562,366 lines
Fourth paper	— — —

FOOD

HERALD	428,827 lines
Second paper	324,331 lines
Third paper	181,307 lines
Fourth paper	86,338 lines

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

Sharon Building
San Francisco, California

Globe Building
Boston

514 Leary Building
Seattle, Washington

Steger Building
Chicago

San Fernando Building
Los Angeles, California

Evening News

LONDON,

7th July, 1924.

We certify that the average net daily sale of "The Evening News" after deducting all unsold and free copies whatsoever for the six months ended 30th June, 1924, was as follows:—

January	-	-	645,497
February	-	-	642,439
March	-	-	721,556
April	-	-	784,220
May	-	-	820,669
June	-	-	870,981

(Signed) LEVER, HONEYMAN & CO.,

Chartered Accountants.

(Signed) E. LAYTON BENNETT, SONS & CO.,

Chartered Accountants.

Weekly Dispatch

LONDON,

7th July, 1924.

We certify that the average net weekly sale of "The Weekly Dispatch" after deducting all unsold and free copies whatsoever for the six months ended 30th June, 1924, was as follows:—

January	-	-	722,206
February	-	-	713,049
March	-	-	724,199
April	-	-	729,822
May	-	-	726,245
June	-	-	740,980

(Signed) LEVER, HONEYMAN & CO.,

Chartered Accountants.

(Signed) E. LAYTON BENNETT, SONS & CO.,

Chartered Accountants.

1,759,881

Daily Mail

NET SALES IN 1924

LONDON,

7th July, 1924.

We certify that the average net daily sale of "The Daily Mail" after deducting all unsold and free copies whatsoever for the six months ended 30th June, 1924, was as follows:—

January	-	-	-	1,720,157
February	-	-	-	1,723,669
March	-	-	-	1,722,151
April	-	-	-	1,730,125
May	-	-	-	1,742,806
June	-	-	-	1,759,881

(Signed) LEVER, HONEYMAN & CO.,

Chartered Accountants.

(Signed) E. LAYTON BENNETT, SONS & CO.,

Chartered Accountants.

*Published by the Associated Newspapers Ltd., Carmelite House,
London, E.C., 4.; American Offices, 280 Broadway, New York.*

One Paper Is Enough in Des Moines

IF you want more business in Des Moines and the Des Moines trade territory, you can get it by the use of The Des Moines Capital and The Des Moines Capital alone. There is no use using a morning and evening combination in this market. The department stores for twenty-five years have used the most of their space in The Des Moines Capital. They are on the ground; they do not use a double header in Des Moines.

The only morning paper in Des Moines, a part of the morning and evening combination, has received from the department stores in the first seven months of this year 124,569 agate lines whereas the total for the evening Capital has been 1,029,110 lines.

The Des Moines Capital

LAFAYETTE YOUNG, *Publisher*

O'MARA & ORMSBEE, INC., *Special Representatives*

No Duplication—No Forced Circulation

A File of Unregistered Trade-Marks

A Trade Association Service to Prevent Trade-Mark Duplication and Litigation

Special Washington Correspondence

THE adoption of a trade-mark, no matter how carefully it is created or chosen, is frequently followed by a great deal of expense and annoyance, as many advertisers have learned from experience. Whether it is registered or not, a mark may be used for years, accumulating considerable good-will value, and then be opposed by someone claiming prior use or similarity. Litigation almost invariably follows in such instances, resulting in large expense, or the loss of the prestige of the mark, or both.

Obviously, the way to prevent this danger is to make sure of the validity of the mark before it is adopted or used; but in nearly all industries such a precaution is now practically impossible. So far as can be learned, in only one industry, the field of co-operative farm-product selling, has a service been inaugurated that has taken most of the risk and chance out of trade-mark adoption, and has already prevented a number of mistakes that very probably would have resulted in both loss of marks and expensive litigation. So successful has this service been from the start, and so simple is its method, that many associations undoubtedly will adopt it as an invaluable assistance to their members, since it may be applied to any industry, and can be promoted at small cost.

The service was the outgrowth of the work of the trade-mark and trade-practice division of the American Farm Bureau Federation. The work of this division, which seeks to secure trade-mark registration at approximate cost for members of the federation, was described in an article, "How Associations Can Protect Trade-Mark Rights," in *PRINTERS' INK* for July 10, 1924, page 134.

It is being generously patronized; but the service which assures validity of marks is a

separate and distinct feature, the necessity of which has long been recognized by attorneys and others, and one that can be economically created, apparently, only by well-organized trade associations.

In discussing the subject the other day, H. H. Semmes, attorney for the Farm Bureau Federation, in charge of the trade-mark work, explained the necessity of not only securing trade-mark registration, but also of assuring the owners against future questions of validity and legislative attack. He said that the principal difficulty is to determine whether a mark, registration for which is sought, is similar to or duplicated by any unregistered mark already in use in the industry.

"A file of such marks," he continued, "as nearly complete as possible, is absolutely necessary for reference if safe registrations are to be secured. In the federation work we realized an opportunity of collecting such a file. Naturally, we looked around to see what other associations were doing in that direction; but we could not find any who could offer us a standard of method. So we selected the fruit growers' co-operative associations as subjects for our first attempt, and set about collecting every trade-mark utilized in that field.

"We have already demonstrated the fact that the importance of the file cannot be overestimated. For several months now, we have had a practically complete collection of more than 600 trade-marks, owned and used by the fruit growers' associations of the country. Approximately 50 per cent of the marks are unregistered, and, of course, it is the unregistered marks that make the file so valuable. It is our intention to continue the work of collecting the marks until our file represents approximately all of the marks used by co-operative

farm agencies and organizations."

At this point, the question of the use of the file arose, and Mr. Semmes explained that because the Trade-Mark Act is based on the common law, the proprietor of an unregistered mark has the legal right to stop another from infringing, whether the infringing mark is registered or not.

THE TROUBLE MAKERS

"It is the unregistered marks in an industry," he continued, "that cause most of the trouble. The trade-mark division of the Patent Office maintains a complete file of all registered marks, and all marks that are published prior to registration. Publication of marks, on which registration is pending, is supposed to give proprietors of unregistered marks an opportunity to oppose all infringements; but thousands of cases of litigation prove that it is not sufficient.

"According to general practice, an attorney may carefully avoid all possible phases of description, geographical indication, naming and all others that might meet with objection in the future, only to find that the mark, after registration, cannot be protected because of common-law claims.

"We have established the fact that approximately 50 per cent of the marks used by the fruit growers of the country are unregistered. The percentage in other lines and in all industries may be slightly less; but I am convinced that it will not average much less than 40 per cent. At least we know that because a large number of marks are not registered or recorded, they offer a serious menace to trade-mark registrants in all industries.

"Our plan is to have every co-operative and individual in the farm field, who contemplates the adoption of a mark, send us sketches and descriptions before they spend any money in featuring their marks. This will safeguard the proprietors of unregistered marks, as well as applicants, against the necessity of litigation in the future to protect their rights."

The difficulties of making the collection of unregistered marks were also discussed by Mr. Semmes, and he said that the work was greatly facilitated by the Bureau of Co-operative Marketing of the Department of Agriculture. In fact, the bureau secured and made available the information necessary for a completion of the plan, since it was necessary to collect all trade-marks used in the field, whether they were owned by members of the Farm Bureau Federation or not.

"During the last two or three months," Mr. Semmes continued, "since we completed the file, we have had about twenty cases in which we feel sure that the file enabled us to prevent future trouble and expensive litigation with probable loss of the marks.

"The Patent Office appears to be more lenient in granting registrations than the courts are in sustaining marks of questionable validity. The reason is apparent, since the Patent Office is guided entirely by the regulations, laws and registered marks, while the courts must take into consideration the common-law rights of the proprietors of unregistered marks. Undoubtedly, the majority of the marks in the cases mentioned were registrable; but registration might not have prevented future loss to the owners.

"Trade-mark litigation is an expensive proposition. But the court costs are the smallest part of the loss entailed by the hundreds of trade-mark cases that reach the courts every year. And we have established a simple method whereby, we believe, any trade association can furnish its members and their attorneys with information that will to a large extent assure the validity of new trade-marks. It is the only method we know of that will prevent applicants for registration and proprietors of trade-marks from running onto the rocks and shoals of trade-mark litigation, and assure them of reasonably complete protection before they spend any money in featuring and advertising their marks."

Small Towns Need More Color

Color Pages are especially effective in small town magazines because there is so little color competition.

Putting a color page into People's Popular Monthly gets an *unusual* message into six thousand small towns with twenty-five to several hundred subscribers in each.

We have a few cover color positions available for the coming year.

Inside covers can be printed in any two colors and the back cover in any three colors.

High grade four color inserts are available also commencing February 1925.

People's Popular Monthly

Des Moines, Iowa

Circulation 850,000

Carl C. Proper
Editor

Graham Stewart
Advertising Director

Rankin and Royalty

WM. H. RANKIN COMPANY
NEW YORK, AUG. 8, 1924.

Editor of PRINTERS' INK:

I read Roy Dickinson's interesting article in PRINTERS' INK of last week. I always read it on Thursdays.

The Stetson hat was delivered, notwithstanding every Englishman, including Higham, said "It cannot be done."

Gilbert T. Hodges, Amon G. Carter and the writer were presented to King George at the Garden Party. We were also introduced to the Prince of Wales. We invited him to visit the home of the New York Advertising Club, and he said he would. We also told him that Mr. Carter had a Texas Stetson hat, made especially for him, and that every Englishman had said that it could not be presented. Mr. Carter said: "I want to present this to you as a mark of respect from the 5,000,000 people of Texas. I also wish to invite you to be our guest at the Advertising Convention at Houston, Tex., next year." The Prince of Wales replied: "I will be delighted to accept the Texas cowboy hat, and I will wear it when I visit my ranch in Canada next year. If you will bring it around to St. James Palace at 11:30 (July 22) I will be glad to receive it." Mr. Carter and C. Harold Vernon called the next day and presented the hat in the friendliest fashion, without any blare of trumpets, photographers or newspaper men, and the Prince was greatly pleased.

I had met him once before during his last trip to America, and I knew that if the subject was broached in the right way, he would gladly accept the Texas Stetson hat.

When I arrived at the Savoy Hotel, London, I went across the street to the hat store, and asked for one of their very best English hats, and they promptly sold me a "Stetson"—gray Alpine.

The Britishers—all of them—did themselves proud, and we must lift our hats to Cheshire, Vernon, Crawford, Akerman, Allison, Milne, MacDougall, Fraser, George Scott and Sir Charles Higham. Each one of them should be knighted or promoted to lordship. They advertised all that is best in the British Empire and their country has received and will receive £1,000,000 worth of favorable advertising because of the way "London—1924" was conceived and executed. There was a great example of team work, and while there was intense rivalry yet those Britishers presented a united front and made good. They gave us the greatest convention we have ever had.

Lou Holland and his noble band of associates made good, and America may well be proud of the 2,500 advertising men and women that went to the "London—1924" Advertising Convention.

It opened with an address by the Prince of Wales and closed with a garden party given by the King and Queen at Buckingham Palace. Every entertainment and business meeting was up to the highest possible standard. I heard a member of the Bar

Association say: "I would be proud to be called an advertising man."

So, there you are—like Roy Dickinson I am glad to be home, at work, but never did I spend four weeks to more advantage.

WM. H. RANKIN COMPANY,
WILLIAM H. RANKIN,
President.

J. F. Niswander Leaves California Peach and Fig Growers

J. F. Niswander has resigned as president of the California Peach and Fig Growers, Inc., Fresno, Calif., with which he has been associated since its formation in 1915. He has been president for the last two years. Mr. Niswander succeeded as president by Ward B. Minturn, who was vice-president.

Frank H. Wilson, vice-president of the Sun-Maid Raisin Growers' Association, was elected vice-president of the California Peach and Fig Growers, Inc.

Walker & Company Add to Staff

Walker & Company, Detroit, outdoor advertising, have increased their sales staff by the addition of John W. Marshall, Andrew Richardson and John B. Patterson. Mr. Marshall has been engaged in outdoor advertising work for twelve years. Mr. Richardson and Mr. Patterson formerly were engaged in sales work.

E. W. Smith with Lillibridge Agency

Eric Wilburn Smith has joined Ray D. Lillibridge, Incorporated, New York, advertising agency. He formerly was with the St. Louis office of the General Electric Company as assistant manager and central station salesman.

Charles Meeker Kozlay Dead

Charles Meeker Kozlay, president of the H. R. Howell Publishing Company, Brooklyn, publisher of the *American Hairdresser*, died last week at his home in West Orange, N. J. Mr. Kozlay was fifty-four years old. He was also the editor of the *American Hairdresser*.

"Theatre Magazine" Appoints New England Manager

Travers D. Carman, of Carman-in-New England, publishers' representative, Boston, has been appointed New England advertising manager of *The Theatre Magazine*, New York.

Pacific Coast Publications Merged

The *Country Club Magazine*, Los Angeles, and *Pacific Golf & Motor*, San Francisco, have been merged as one monthly periodical under the name of the former.

Think More About Bread



Each one is Thinking About a Better Bread for You

Thinking More About Bread means you are on the way to the best of bread.

This thinking has resulted in an unbroken record for Corby's Bread—because it has been so long recognized by the public as the best bread in the world.

And look at the wonderful things it has done for the health of the people.

As a result of Thinking More About Bread, Corby's Bread is now the most popular bread in the world. It is the bread that makes the difference between a good meal and a great one.

For your health and your own health's sake, you should think more about bread.

Corby's Bread is the bread that makes the difference between a good meal and a great one.

Corby's Bread is the bread that makes the difference between a good meal and a great one.


CORBY'S Mother's BREAD

THIRTY-FOUR years baking better bread deserved more than "just another bread campaign." Now Corby Bakery cities "Think More About Bread."

Established 1900

**The RICHARD A. FOLEY
ADVERTISING AGENCY, Inc.
PHILADELPHIA**

Member: American Association of Advertising Agencies



Increase
Your Sales
in
1925

we'll help you do it

86,112 Legionnaire dealers
[13% of our total circulation]
read and are influenced by manu-
facturers' advertisements every
week. Tie up your advertising
campaign with these go-getters
and increase your sales in 1925.

The
AMERICAN
LEGION *Weekly*

331 Madison Avenue
New York, N. Y.

22 West Monroe Street
Chicago, Ill.

In Fort Wayne Business is Good

Retail outlets, building supply companies and manufacturers report July increases in volumes over July, 1923.

Fort Wayne's "Good Evening" Newspaper *The News-Sentinel*

Gained in Every Department in July, 1924,
Over July, 1923.

Local DisplayGain 12%
National DisplayGain 10%
Classified, Lineage ...Gain 24%
CirculationGain 7%

The
News-Sentinel
Gained 5,679
Classified Ads in
July over
July, 1923.

You can reach the entire buying power of the busy
Fort Wayne territory through

The News-Sentinel

Circulation Over 41,500

M. C. WATSON
270 Madison Ave.
New York City

ALLEN-KLAPP CO.
1336 Peoples' Gas Bldg.
Chicago

Marketing Conditions in Canada Affecting American Advertisers

Retail Conditions in Our Second-Best Foreign Market

By Bertram R. Brooker

THE preceding article on this subject* presented a statistical survey of the retail market of Canada from the standpoint of population distribution, numerical grouping of stores in lines of industry, and factors bearing on successful store operation.

The present purpose is to offer a more intimate picture of the Canadian merchant as he is seen by the sales executives of some large concerns doing business on both sides of the line. The investigation on which the following remarks are based covered such diverse lines of business as groceries, drugs, dry goods, hardware, paint, automobile accessories, heating contractors, chain stores, department stores and general stores. Wherever opinions are not placed between quotation marks they represent the combined views of representative men in these several branches of trade.

Practically all of the men interviewed are citizens of the United States resident in Canada, either in charge of Canadian branch factories or holding executive positions with Canadian companies affiliated in some way with parent firms in the U. S. A. Their convictions should therefore be more readily accepted by United States manufacturers who have had no experience in Canada than would be similar utterances from Canadians.

A. D. Rettinger, general sales manager of the Palmolive Co. of Canada Ltd., when asked for his views, began by painting a broad picture of the differences and similarities between retail conditions in the two countries. His opinions are particularly valuable because of his wide merchandising experience on both sides of the line,

and also because Palmolive products are sold through a variety of retail outlets.

"Territorial conditions differ in Canada," said Mr. Rettinger, "in much the same way as they do in the States, and in my opinion these differences, common to the Atlantic seaboard, the Pacific seaboard, the prairies and the central regions of both countries, are more marked than any total difference in merchandising conditions that may be considered to exist north and south of the international boundary. In other words, geography seems to have more to do with these differences than nationality. The retailer of the Maritime provinces conducts his business very much like the merchant does in the medium-size cities and towns of New England. Quebec, with its large proportion of French, does present a problem that is unique on the continent. Ontario, to my mind, is most tinged with English ways, although one hears so much about Victoria and other parts of British Columbia being more nearly British. The Canadian West is like our West. Buying and selling conditions in Winnipeg, for instance, are similar to those in Omaha, say. British Columbia seems to me to resemble Oregon and Washington much more than England, and I always think of Vancouver as being the most American city in Canada. It is cut off from Canada by the mountains, and is in much closer communication with our Pacific slope cities.

"As to the stores themselves I should say that they generally carry smaller stocks than in the States. The merchants on the whole, are not so alert, due to the fact, I suppose, that competition is less keen. Stores have less individuality and are more prone to

* "How Retail Conditions in Canada Correspond with Those in U. S. A.," PRINTERS' INK, July 10, 1924, page 102.

follow the beaten track. My own experience has been that it is more difficult to arrange large or frequent displays in Canadian stores.

"So much for the dark side of the picture. The bright side really more than makes up for it, at least in so far as our own business is concerned. Our sales are greater per capita in Canada than in the States, our selling expense is lower, and our credits better. I believe that the overdues of the Palmolive company in the States are very small compared with many other companies there, but they are even less in Canada, in proportion to the amount of business done. We may be singularly fortunate, and I certainly think we are as to selling expense. Few firms operating on both sides of the line find their selling costs lower in Canada, I believe, owing to the long jump between retail centres; but on account of our very thorough distribution in even the smallest stores this does not affect us so much."

A RETAILING BOUNDARY LINE

A somewhat similar sizing-up of general conditions was voiced by W. J. Millsap of Harold F. Ritchie & Co., manufacturers' agents with practically a world-wide organization, whose headquarters are in Toronto. In years past Mr. Millsap has sold goods, chiefly to the grocery and drug trades, on both sides of the border. "The difference between retail conditions in the Eastern and Western States is greater than any differences that you can put your finger on as to the States and Canada. Roughly speaking, if you drew a line down from Port Arthur through Kansas City, you would find a greater difference in retailing to the east and west of it in both countries than is to be found to the north and south of the international boundary line. The only exception is Quebec. There is no territory in the States that is equivalent to Quebec. The only approach to it is in the French settlements of northern New England and the mill cities of Massachusetts.

"Normal conditions in the West

are about the same as they were in the Western States thirty years ago. The country is new, and although not booming just now, retailers are constantly starting up on a shoestring as they did when the U. S. West was young."

Asked as to the reception by the trade of an unknown product, Mr. Millsap stated as his opinion that "the resistance to stocking it would be practically identical on both sides of the line." It is the experience of the Ritchie company that selling cost is very much higher in Canada. In the lines it handles selling expense runs around 15 per cent in Canada, as compared with 7 per cent in the United States, owing to the distances between calls.

Conditions in the textile and dry goods trades in Canada show a dissimilarity a little more marked. In these lines the wholesaler is, generally speaking, in a much stronger position in Canada than is the case in the U. S. A. In the Dominion, owing to the fact that fewer manufacturers sell direct to the retail trade, a tremendous proportion of the business is concentrated in the hands of a few wholesalers. There is a wider divergence, too, in terms. Outside of a few specialty lines the general practice in the States in the dry goods business seems to be to standardize discounts at 2 per cent at thirty days. In Canada the terms are more commonly 4 per cent ten days; 3 per cent thirty days; net sixty days. Some concerns extend this dating in respect to spring and fall shipments. For instance, on goods shipped between December 15 and March 1 the dating is reckoned from April 1.

The concentration of volume in still fewer hands is most marked in the mail-order business in Canada. The T. Eaton Co. Ltd., and the Robert Simpson Co. Ltd., with mail-order branches in Montreal, Toronto, Winnipeg and Regina, share an overwhelming percentage of the Dominion's total bill of goods bought by mail. Neither of these firms will divulge figures, but it is generally believed, not only that they do a tremendous

Pictorial Review

WILL CELEBRATE ITS

25th Anniversary

WITH THE

November Issue

This number will be unusual in many respects. It will contain several out-of-the-ordinary editorial features dealing with advancement of woman's interests during the quarter of a century just passed.

It will also be the first issue in the new size—680 lines to the page.

Advertising forms now closing

Pictorial Review has made a substantial gain in advertising lineage in every issue during 1924 from February to October, inclusive.

GAGNIER

The Price of Place

Naturally the Gagnier organization occupies an enviable and delicate position in the Plate making field. Like all leaders, we must tolerate being scoffed at, imitated and further must withstand the brunt of many disparaging stories.

In spite of this condition we have grown to the largest Stereotype Foundry in the country.

We are still producing the best Plates and Mats that are available in America today. Quality beyond comparison. Service remarkably efficient. Knowing how to do things well. Prices particularly attractive. All these are at your disposal. Use them. Try us out now. Ask us for a price on your requirements anyway.

If you advertise in newspapers we can show you how to save time and money on your Plates and Mats. Outline your requirements. Let us quote prices. No obligation.

GAGNIER STEREOTYPE FOUNDRY

The Gagnier Corporation

NEW YORK
51 E. 42nd St.

DETROIT

CHICAGO
222 N. Michigan Ave.

The Recognized Standard

share of the total mail-order business of Canada, but that, in proportion to population, their combined sales exceed that of all the mail-order houses of the United States. In other words, the ratio of mail-order selling to retail selling is greater in Canada than in the States, and is almost entirely concentrated in the hands of two huge concerns.

These two firms also operate department stores in four of Canada's largest cities, and in this field, also, they enjoy a very much greater proportion of the total retail sales of the country than is the case with any department-store chain in the United States. Indeed, although figures are not available, it is generally conceded on both sides of the line, that without reference to proportionate population, the annual turnover of the Eaton store in Toronto alone approximates at least the turnover of the Marshall Field store in Chicago.

MORE ATTENTION PAID CALIBRE OF EMPLOYEES

As a matter of fact the two stores have been built on an identical principle—the Field store on the dictum that “the customer is always right”; and the Eaton store on the much quoted phrase of its founder—“I must have my customers satisfied.” In spite of this policy and the fact that the Toronto store is said to serve 150,000 customers a day, the number of complaints bears a proportion of only a trifle more than one-third of one per cent to the total sales. This remarkable record brings many visitors every year from the United States to study the store's methods, and according to the chief executive of the adjustment bureau the remarks of these visitors point to some marked differences between department-store conditions in the two countries, chiefly in respect to the calibre of the help employed, for they claim that, although certain phases of the Eaton system appear to work admirably in Toronto, they would not work in New York or Chicago. “We couldn't leave an operation like

that unchecked,” they exclaim. “We can't depend on our employees to that extent. They don't take sufficient interest in their work. They are negligent and careless, and not anything like so loyal as yours seem to be.”

Practically the same opinion of store employees was expressed by F. S. Pitney, president of United Cigar Stores Ltd., Toronto. Mr. Pitney is one of the few Americans in this Canadian organization, which recently took over the Service Tobacco Shops and now operates 270 stores across the Dominion. “Turnover of help is very big in all chain stores in the United States,” said Mr. Pitney, speaking from experience of many years south of the line, “but in Canada, in our business at any rate, it doesn't amount to anything. There simply is no turnover. Our employees join us and stay with us. We pay them about 15 per cent more than cigar chains pay in the States; but that isn't the reason. It lies in the character of the men. They are less disturbed by hankerings for pastures new. Some people might say they were less ambitious; but it's a warped kind of ambition that causes a man to jump his job every six months or so.”

With regard to other phases of chain-store operation Mr. Pitney stated that compared with the United Cigar Stores chain in the United States the average business per store and the average sale per customer is larger in Canada. This is a comparison of 270 stores with about 2,500 in the U. S. A., a figure which indicates that there are more United Cigar Stores per capita in Canada than in the States. But the higher figures per store and per customer in Canada are due to the much higher prices. Cigarettes, which make up 40 per cent of the trade on both sides of the line, are almost twice as expensive in the Dominion.

With regard to window displays, Mr. Pitney stated as his opinion that in all lines displays are more effective in Canada than in the States, for the reason that the urban population of the Dominion does not hustle along the street, but spends more time in

window shopping. Windows are regularly left in for ten days in the chain he directs.

That the comparatively small and scattered population is a deterrent to the spread of chain-store systems in Canada is the opinion of most of the men interviewed. The shorter profits and more expensive supervision of chain outlets makes a big volume of business imperative, and in Canada, with its relatively small cities, volume is naturally smaller. Apart from Woolworth's, United Cigars and Liggett's, there are no coast-to-coast chains in Canada operating any appreciable number of stores. There are, of course, the stockholder agencies conducting Rexall and Nyall drug stores, and there are some large local drug chains, such as Tamblin's in Toronto. Probably the largest chain in Canada is at present confined to Ontario and Quebec, where upward of 300 stores are operated under the name of Dominion groceries. In the grocery trade there are three other sectional chains of some importance, the Superior Stores, Maple Leaf Stores and Loblaw's Groceries, all originating in Toronto, as did the three meat-store chains, Martin's, Arnold's and Poyntz. In the clothing business there are a few chains of national scope selling medium-priced clothing in the principal centres. None of these chains has more than a dozen, or at the outside, sixteen stores, throughout the Dominion. The Laura Secord Candy Shops are an important chain in Ontario, but have not yet become national in scope.

This rapid survey of the chain-store situation emphasizes the outstanding factor that enters into almost all the main differences in retailing between Canada and the States, namely, the smaller and more scattered population. This factor has lately been responsible for a marked change in policy, so far as Canada alone is concerned, on the part of the Exide Battery people, who operate in Canada under the name of Exide Batteries of Canada Ltd.

At the outset this concern followed the custom in vogue in the

United States of seeking distribution through exclusive agents or service stations. Early this spring the Canadian firm used large space in trade papers and newspapers to announce its abandonment of this policy and its willingness to supply batteries to the entire trade.

A. N. Bentley, manager of the Canadian concern, gives the following explanation of this break with traditional practice in the battery field: "There are 585,000 automobiles in Canada, and about 6,000 battery outlets; many more per capita than there are in the United States, even though the per capita ownership of cars is higher there. This means that in Canada there is on an average not more than 100 cars for each battery station to serve and when you consider that a battery generally lasts two years, this works out that each station can expect to sell no more than fifty new batteries each year.

"These 6,000 outlets are not located in 6,000 different towns. On the contrary, there are usually four or five even in the smallest towns, each with a certain amount of overhead to be taken care of. They cannot carry this overhead on the sale of fifty batteries a year. If the business could be concentrated in one station instead of four or five, the one station could make a decent living.

"Hence, our policy is to let all stations sell all makes of batteries. They will then compete only on the quality of service given and the ability of the management to withstand competition. Eventually the weaker ones will drop out, leaving a greater volume and turnover to the survivors. This in turn, will enable the latter to do business on a shorter profit rate and thus enable manufacturers of standard advertised brands to get prices down to compete with those of the unadvertised and unserviced brands."

This instance of a Canadian concern departing from the parent company's practice of dealing through exclusive agencies is all the more interesting because it completely reverses the situation existing in another line—the farm



"Published Every Now and Then"

How often one picks up some manufacturer's consumer publication which starts off: "Published every now and then."

Such a statement doesn't truly mean that there isn't plenty to say about that particular business or its field.

The true facts are these:

Someone isn't given sufficient time to do the job regularly.

Or, they have not the facilities to easily get material from outside sources.

Or, they are having difficulty getting the cooperation of sales force, distributor, dealer or consumer.

Or the cost of producing it regularly is considered excessive, because no method of making it pay for itself is known.

Our specialty is to produce high-grade house organs that really sell goods, and sell themselves. We've done it for others—many concerns you'll know—and can prove results.

With a staff of experienced copy men, an art department and up-to-date production facilities, we're equipped to eliminate the "now-and-then."

We'll gladly send you facts and tell you whether we can help in your particular field.

ARROW PRESS, Inc., NEW YORK

318-326 WEST THIRTY-NINTH STREET

implement industry—in which case Canadian manufacturers deal entirely through exclusive factory agents, while United States manufacturers sell through implement dealers, who often handle a number of lines.

FACTOR OF POPULATION

This incongruous state of affairs can only be traced back to the population factor. Owing to the sparse settlement and small earnings of Canadian farmers in the early days of the implement industry it was necessary for manufacturers to finance their agents, and hence arose a system of factory branches throughout the country that has never been disturbed. Long-term financing is particularly imperative in certain provinces owing to the existence of provincial laws prohibiting implement men from seizing the chattels of farmers in default of payments.

Another marked difference in the dealer system of the two countries was emphasized by two advertisements which ran during the month of May, the one in Chicago and the other in Toronto. The first was headed: "Holland Home-Heating Systems Cannot Be Sold By Dealers. Every one of the 320 Holland Furnace Co. factory branches is controlled outright by the Company." The copy read, in part: "A dealer is a dealer, and that is all he can be. He is very useful in many fields—particularly to sell goods that are complete in themselves, when handed across the counter, or delivered at the door. But a heating engineer is a specialist. Every house that he tackles gives him individual problems. He should thoroughly understand all types of heating," etc., etc.

The Toronto advertisement was headed: "You Can Buy Heating Comfort from the Claire Bros. Dealer at the Price You Want to Pay." The copy read, in part: "Whatever you want to pay, see the Claire Bros. dealer. He has Claire Bros. heating systems to meet all needs of size or price."

These two advertisements seem to indicate policies of extremely

opposite tendencies, but in reality the difference is not so great as would appear on the surface, according to a trade-paper publisher with lengthy experience in the heating field.

"Heating equipment in Canada," said he, "is sold through three branches of trade: the hardware men, the tinsmiths and the plumbers. In the United States, because of the much denser population, it is possible and perhaps profitable to ignore, and even deprecate in public print, the services of one of these groups of outlets. But, in Canada it would not be profitable, because in the smaller towns, and they are legion in Canada, there are few heating specialists. In one town the local tinsmith may do most of the heating work. In another, the plumber, and in another the hardware dealer may do most of the tinsmithing, plumbing and heating installations for the entire community.

"It may be profitable for a concern in the States to deal exclusively through factory branches or heating contractors in their thickly settled districts; but they couldn't do it in Alberta or Saskatchewan. Beatty Bros., of Fergus, Ont., for instance, have their own store in Toronto; but it would be no good anywhere else. Only a large town can support a specialized heating store."

In conclusion, a word must be said about general stores. There seems to be a feeling that general stores in the United States are dying out, but, as was shown in the previous article on this subject, there are still 148,885 in operation, as compared with 14,214 in Canada, which works out, if figures are reliable, at 16.15 per 100,000 population in Canada, as against 14.09 per 100,000 in the U. S. A.

Neither in the number nor in the character of the general stores is there so great a difference as is generally supposed. There are many excellent stores of this class, particularly in the Eastern provinces; but there are also many of the sleepy type common to certain districts throughout the whole of North America.

And That's Nebraska!

Top prices for Nebraska products on the Omaha market July 28 showed such figures as these:

Wheat, \$1.27; corn, \$1.05; oats, 50c; cattle, \$10.75; hogs, \$10.00; hay, \$13.50; alfalfa, \$20.00.

Thanks to Nebraska's peculiar advantages for diversified farming, these are products in which, combining them all together, Nebraska heads the list of states and beats the world.

Our wheat crop is a record beater. Hay and pastures and alfalfa were never better. Our corn is in better condition than that of any other state, and the chief statistician for the federal department of agriculture in Nebraska forecasts the largest production in four years. Farms and ranges and feeding lots are heavy with hogs and cattle.

And the prices of all these have reached a point that carries a comfortable, and in many instances, a fat profit for the producer. The figures above quoted mean a prosperous Nebraska, with hundreds of millions of dollars "in the clear" after interest and taxes are paid.

Yesterday's World-Herald recorded that twenty-five selected cows in Thayer county are averaging a net income of \$15 a month. It told, too, of twenty-nine flocks of ordinary farm hens earning net over \$1,000 a month during the last thirty-two months.

And that's Nebraska—a state you can't keep down!

(Editorial from the World-Herald of July 29th, 1924.)

The Fall and Winter will see great prosperity in Nebraska—and

The Omaha World-Herald is NEBRASKA'S CHOSEN PAPER

It leads in city circulation by 68%

It leads in total Daily circulation by over 40%

It leads in Sunday circulation by 25%

It leads in paid advertising by 100%

It leads in news matters by 23%

National Representatives: O'MARA & ORMSBEE, INC.

New York

Chicago

Detroit

San Francisco



Sikes Dramatizes His Product

"**S**ELL the retailer on your product and he will come pretty near selling the consumer." So thought the Sikes Company, makers of Office Easy Chairs.

But how to saturate the retailer and his salesmen with an understanding and appreciation of the "reasons why" Sikes Chairs are better to look at and easier to sit in?

Sikes adopted the simple and sensible method of filming the creation of a Sikes Chair. This film is now on tour, selling the Sikes Idea to retailers from coast to coast.

We hear a lot about the *dramatic* copy appeal, the *dramatic* selling talk. Why not reach *your* trade and *your* public through the world's most popular dramatic medium—the moving picture?

You will possibly be surprised at the moderate cost of dramatizing your product. Let us give you an estimate.

**Bosworth,
De Frenes &
Felton**

**Wilkes-Barre,
Pa.**

Everything in Advertising Films

Is National Advertising of Apparel a Waste?

(Continued from page 28)

In the women's wear field national advertising has not been tried on as large a scale, nor for so long a period of time as with men's wear. Again, the readers of **PRINTERS' INK**, being mostly men, will not find such immediate personal confirmation of the situation as when men's lines are discussed. But the facts seem to point the same way.

Mangone, a New York women's wear manufacturer, has been using advertising for his label in women's magazines for something like six years. The retailers handling his line find such a response that there is keen competition among them for the privilege of having his label in their garments. Mangone sells more than one merchant in many cities. The goods are intrinsically of enough value to be bought merely as merchandise. Yet where three dealers in one town all buy Mangone models, only one retailer may have the Mangone label, and the other two strongly want it. If women, in their experience, do not respond to national advertising, why would these retailers want the label at all, when most women's wear is shipped without label? The only logical explanation is that women do respond to national advertising, and these retailers know it.

The Kaynee line of children's wear, while not women's garments, is, of course, bought by women. It is nationally advertised. Dealer after dealer, into the hundreds, has had the experience of putting in this line and immediately finding that his children's wear department increased its sales, the increase being largely, if not entirely, attributable to his distribution of Kaynee garments. If feminine response to national advertising is not the answer, then what is the answer?

Bradley sweaters and bathing suits for men and women are na-



"Punch"

"The Foremost Humorous Journal of the World"

SUCCESS follows inevitably when the personality of "PUNCH" is linked up with the advertising of High-class Goods and Service; but to ensure this success

Advance Booking is always essential

Rates and particulars of space available from

MARION JEAN LYON
Advertisement Manager "PUNCH"
10, Bouverie Street,
LONDON, E.C.4, Eng.

The Atlanta Journal Atlanta, Ga.

Covers Dixie Like the Dew

Babson says:

"Sales managers, in planning their fall campaigns, will have to analyze the agricultural district by each locality according to the crop conditions. At present the states for which estimated crop values are best are: Kansas, North Dakota, Texas, Oklahoma, South Dakota and Georgia"

*Advertising in
The Journal Sells the Goods*

Employees House Organs

For salesmen, office, shop and store employees.

Mimeographed, illustrated, pocket size.

Published monthly

Four pages of tabloid messages that will help to arouse your employees to giving their best.

Your firm name imprinted—making it a personal house organ.

A gold mine of reprint material for house organ editors.

Samples mailed to executives upon request

JOHN J. LUTGE & STAFF
703 Market St.
San Francisco

tionally advertised. Hundreds of dealers have had the same experience with these knit garments that they have had with Mangone suits and cloaks and with Kaynee goods. Apparently the only difference between the advertised line and the unadvertised brands is the advertising and the ease of retail selling. But that difference in the ease and rapidity of sale is just exactly what the national advertising was intended to bring about. When a manufacturer plans a national advertising campaign in order to increase the distribution of his product, and then runs the campaign, and then finds that he has increased his distribution, for himself and his dealers, the case for national advertising, so far as he is concerned, seems to be proved.

**SO-CALLED NATIONAL ADVERTISING
NOT NECESSARILY PROFITABLE**

Of course, using any old newspaper or periodical, in any old way, isn't to be construed as national advertising. The very concern which published the article first mentioned used at one time women's magazines of national distribution to advertise men's clothing. These women's publications were, it is understood, the only national mediums used. That the practice was discontinued may be taken to indicate that results were unsatisfactory. But this might perhaps be construed as an indictment against the planning of the campaign rather than against national advertising.

Just as a final concession, let us grant—which few seasoned advertising men or merchants will believe—that national advertising does increase the cost of the garment enjoying its benefits. Frankly the purpose of the national advertising is to sell more of those garments, isn't it? And experience proves that national advertising helps to accomplish just that. If the consumer, using his best judgment, prefers to pay a little more money for a garment which, because of its nationally advertised label, gives him mental security and satisfaction, who is to complain about it? So, with all due respect to those who believe



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Look for
this Emblem

The Birth of the Best Seller

By JAMES WALLIN



GEORGE DU MAURIER, author of the immortal "Trilby" and "Peter Ibbetson" was the inventor of the "best seller" among books. Du Maurier had the felicity to be an accomplished artist as well as a spinner of yarns. "Trilby" caught the fancy like a new fashion, when it appeared with Du Maurier's own illustrations. The story was serialized in Harper's Magazine.

The speedy acceptance of "Trilby" was due in large and certain measure to the pictures which illustrated the text. And so the best seller was born.

Folk have not changed greatly since Du Maurier's boutonniere and diamond days. And I predict that all live publishers will soon return to his way of winning the readers' market.

Any picture thrown off by brush, pen or pencil may be reproduced with absolute fidelity and amazing rapidity. The photo-engraving process resolves thought into action like a vitalizing chemical.

George Du Maurier evidently believed that "Your Story in Picture Leaves Nothing Untold." Alert business men and publishers are using more and better engravings.

In a little booklet for the American Photo-Engravers Association, I tell you how the engraving craft is protecting your interests. Ask your engraver or the Association for a copy of *The Relighted Lamp of Paul Revere*.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 263 MONADNOCK BLOCK • CHICAGO

Copyright 1924, American Photo-Engravers Association

Are You an Account Executive Who Can Produce in the Direct Advertising Field?

The man we require may at present be an advertising manager who is successful for the manufacturer by whom he is employed, but has reached his salary limit, or,

he may be an advertising agency man who has seen the opportunity in the direct advertising field.

In whatever capacity he is at present engaged, the man we require possesses experience, training and knowledge of advertising and merchandising, and would like the opportunity of becoming a direct advertising account executive.

This position is open in Chicago with a concern of many years' standing and of high reputation. Write fully about yourself and you may be sure that your correspondence will be held in strict confidence.

Address "W," Box 252, c/o Chicago office Printers' Ink, Illinois Merchants Bank Bldg., Chicago, Ill.

that the expenditure of huge sums for national advertising is uneconomic and wasteful, in my own inconsequential opinion even if they are right they are wrong.

For the object of manufacture is profit; and profit comes from distribution; and distribution follows satisfactory national advertising. Hence national advertising advances the object for which the business was founded.

Again, the most that can be claimed against national advertising by those who oppose it is that it increases the cost of the article; and that they prefer to give the public an article without this advertising tax included in the cost—that is, a better article for the same money. Well, what do they hope to accomplish by giving the public a better article, if it isn't to build up a following for their brand? That is exactly what national advertising apparently does, only it does this quicker. One manufacturer builds up his following slowly, paying for it in time; the other builds his following rapidly, paying for it in advertising; but the cost of the latter is considered only part of the profits from the extra business brought in by well-planned publicity.

There are Republicans and Democrats, Jews and Gentiles, advertisers and non-advertisers; and conversions are few and slow. Perhaps it will be so until the end of time. Meanwhile, however, the advertisers seem quite smugly content with their lot and their future prospects, and their arguments are constructive—in favor of something—while the arguments of the non-advertiser seem to be mostly against.

Statistics—of course, figures can be used to prove anything—but nevertheless statistics show that more non-advertisers every year do become advertisers; and the advertisers who become non-advertisers are few. Any publication can supply the exact figures, and they are not necessary nor desirable here. But that is a fact. And, why is it a fact, if national advertising doesn't accomplish what it is designed to do?

A **Reader** says, "I have taken **St. Nicholas** for five years and think it the one and only magazine. Long ago I saw a copy of **St. Nicholas** and persuaded my parents to give it to me. I have read it thro **Grammar School, High School** and even in **College**, for I am a sophomore now."

Agents say, "We are convinced that there is no more productive circulation in the magazine field than that offered by **St. Nicholas**—but—"

Advertisers say, "The hold **St. Nicholas** has on each member of the entire household is remarkable. There is no question of its value to us—but—"

St. Nicholas says

"Why hang on to that indefensible but—? Unless the product you are interested in can not be sold to the best families in America, or you know that there is no value in forming the **buying habits** of young people of high school age. The letter above—it's from an 18 year old subscriber—only suggests. **Yours is the application.**"

THE NEW SMART SET

True Stories From Real Life

Supreme in the Field of Heart Interest

SMART SET, beginning with the October issue, appears as a new magazine—one intensely vital and one that retains all its old brilliancy, and yet mirrors life in a way that will make it paramount among magazines printing true heart experiences.

Eighty of its numerous pages will be rotogravure, profusely illustrated. Covers will be color offset. The new size is $8\frac{3}{8}$ inches by $11\frac{1}{4}$ inches, which carries the same advertising page as magazines of the size of the Cosmopolitan, etc.

Smart Set is now being distributed by the sales force of the International Magazine Company, which insures thorough distribution in every magazine-buying center in the United States and Canada. It is no longer a member of the News-stand Group.

A consistent monthly publicity campaign of full pages in newspapers of large circulation, together with the popular nature of its contents, will create at once an immense and constantly increasing demand.

The net paid, guaranteed, A. B. C. circulation with pro rata refund is 200,000. The print order will be well in excess of this amount.

When a magazine pulls readers, it pulls returns for advertisers. Take your place in SMART SET and benefit by its assured growth in circulation.

Forms for the the November issue close August 20th. Rates:
Page (429 lines) \$370.00; two columns (286 lines) \$250.00; one
column (143 lines) \$125.00; per agate line, 90 cents.

The New SMART SET

R. E. BERLIN, Bus. Mgr.

119 West 40th St., New York

Plan

A News

A SK plan tell you they ma rough o you tha go furth into wir

The m great de boards stead, it work, stairway bookcase nets—al ish for faces a problem manufa wear cl in its in —adver

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Planing Mills Borrow from Men's Ready-to-Wear

A Newspaper Campaign Which Proves the Adaptability of Basic Ideas

ASK the average man what a planing mill is and he will tell you that it is a place where they make smooth boards out of rough ones. Perhaps he may tell you that sometimes planing mills go further and change the boards into windows and doors.

The modern planing mill does a great deal more than make smooth boards out of rough ones. Instead, it makes "tailormade" woodwork, window frames, doors, stairways, baseboards, mouldings, bookcases, mantels, kitchen cabinets—all the modern interior finish for the modern home. It faces almost exactly the same problems which troubled the manufacturers of men's ready-to-wear clothing, when that idea was in its infancy. The same solution—advertising—is being applied.

Ten years ago the mill-work industry in Portland, Oreg., as in every other section of the United States, was in a somewhat chaotic condition. Prices were usually arrived at by guess or by precedent.

Then a few of the more enterprising mill-work concerns got together and established a mill-work cost system which, with a few modifications, could be used by any mill-work factory anywhere in the United States. This was the first step toward modernizing mill-work systems and putting the industry on a basis of substantial profit.

In Portland, however, the special mill-work industry was losing a large portion of its potential business, because the public was largely unacquainted with planing mill service. The public did not know that a difference of 2 or 3 per cent of the moisture content of the wood which goes into a door or window casing might mean the difference between a job which will last a lifetime and one, which will warp or pull to pieces in twelve months. They

did not know that the modern planing mill is equipped with scientific instruments to measure the moisture content of every piece of wood that goes into its product: that joints are fitted together with the utmost precision; that the process of gluing joints in the modern mill-work factories is so exact that the glued joints are stronger than the individual pieces of wood which go into the product, and similar facts.

There are two competitors to the modern mill-work establishments; the manufacturer who makes his products on a price basis only, and the contractor whose carpenters build the fixtures "on the job." In most cities where any considerable quantity of house building is under way the speculative builder is a large factor. He builds as cheaply as he can, disguises poor joints and materials with white enamel and sells his houses at the highest possible price.

Then, there is the contractor whose sole argument is price, and price is usually an important factor with the home builder. This contractor says to the home builder, "If you go to a planing mill for that mantel it will cost you fifty dollars; I can build it right here for thirty-five dollars," and that is an argument that many house builders cannot resist.

MILLS UNITE FOR CAMPAIGN

A group of special mill-work manufacturers in Portland, headed by C. E. Cowdin, president of the Nicolai-Neppach Company, organized the Oregon Precision-Made Planing Mills Company, which functions as a combined sales and employment agency for the component manufacturers. Then they conceived the idea of educating the public to the value of using high-class "tailormade" woodwork in new homes. They decided upon newspaper advertis-

ing as the means of putting over their story, they adopted the trade-mark "Precision-Made" and arranged that the output of all factories affiliated with the Oregon Planing Mills Company should be entitled to the use of this trade-mark.

They hoped, by their campaign, to acquaint prospective home builders with the service possibilities of the planing mills, to sell them the idea of planing-mill quality and to develop a desire for more beauty in homes.

The campaign consisted of thirteen fifty-two-inch advertisements run in two colors in two newspapers of Portland. The advertisements were scheduled to run twice a month, but the schedule had to be arranged in accordance with the dates upon which color space was available.

When the campaign was begun, it was felt by some of the manufacturers that certain results might be realized in from six months to a year, while others

were frankly doubtful that results would ever be felt. Much to their surprise the advertising produced a tangible response almost immediately. These results came in the form of a continual flow of letters of inquiry and an increased volume of business for every manufacturer in the organization.

The advertising campaign was confined to Portland newspapers, but it brought letters from other parts of the Pacific Northwest.

The campaign has run only three months, but the results already produced have been sufficient to satisfy all of the manufacturers in the organization that advertising in this form is a sure means of profitable expansion for the industry, and present indications are that the advertising policy will be followed regularly hereafter.

Results other than increased sales have been forthcoming. The manufacturers themselves admit that their standards have been raised; that they have felt a new

Stop Guessing On Type

You can know just how much space that copy will take. This new way—devised to meet needs of our own organization—makes marking copy EASY AND ACCURATE IF YOU USE

MATHEWS "TYPE-O-GRAF"

(COPYRIGHTED)
Highly endorsed by Technical and Advertising Schools

MATHEWS "Type-O-graf" is neither a specimen book nor a ruler. It is all new—an original idea. All type faces shown are on specially ruled sheets divided into pica widths, type sizes from 6 to 96 point. Number of characters in picas or inches in any face or size—lower case or caps—easily figured. Q Every man who works with type needs the

"Type-O-graf". Saves 50% of time in marking copy. Bulk of corrections eliminated. Q First edition all sold—one school took 150 copies. New edition limited to orders received in next 30 days. Q Single copies \$12—cash with order. Special quantity price to agencies and schools. Q Money returned if chart fails to meet with your needs.

THE W. R. MATHEWS CO., ADVERTISING TYPOGRAPHERS
247 PROSPECT BUILDING CLEVELAND, OHIO

REFERENCES: Bradstreet and American Type Foundry Company.

West
Whe
Wright

Every Sports List

should include

Sportlife

THE NATIONAL MAGAZINE OF SPORTS AND RECREATION

*The Fastest Growing and Most
Complete Sports Publication on
the Market*

Guarantee 80,000 Net Paid

(Member A. B. C.)

Rate \$250 per Page

A. W. BROWNELL, General Manager
110 West 34th Street, New York City

Pacific Coast Representatives

BLANCHARD-NICHOLS-COLEMAN
Los Angeles—San Francisco—Seattle

Western Representatives

WHEELER & NORTHRUP
Wrigley Building, Chicago

New England Representative

MARK W. BURLINGAME
Little Building, Boston

responsibility for the production of the highest quality merchandise and that the morale of the organizations has been improved and that from the top to the bottom, they are inspired with a zeal to live up to the Precision-Made trade-mark.

Government Tells How to Ship Export Advertising

The division of foreign tariffs, United States Department of Commerce, has prepared a trade information bulletin (No. 250) entitled "Shipment of Samples and Advertising Matter to Latin-America and the West Indies." This is the third of a series of pamphlets on this subject. Bulletin No. 122, previously issued, covers the British areas and No. 145 covers the countries of Europe. A similar study for the countries of the Near and Far East, which is now being prepared, will make the fourth and last of the series.

Philadelphia Office for New Jersey Newspapers

New Jersey Newspapers, Inc., publishers' representative, New York, has opened an office at Philadelphia. M. C. Gilbert is manager. In addition to national accounts, Mr. Gilbert will cover department-store advertising throughout Southern New Jersey.

Becomes Norma-Hoffman Bearings Corporation

The Norma Company of America, Long Island City, N. Y., has changed its corporate name to the Norma-Hoffman Bearings Corporation. The change has been made to enable the company to more fully capitalize on its advertised trade names "Norma" and "Hoffman." The company has manufactured Norma ball bearings for the last twelve years. The Hoffman roller bearings were added to its products two years ago with the acquiring of the American rights in patents, trade-marks and business of the Hoffman Manufacturing Company, Ltd., Chelmsford, Eng.

W. R. Stewart Joins Staff of William T. Diehl

W. R. Stewart, formerly with Young & Ward, Inc., Chicago, advertising agency, has joined William T. Diehl, publishers' representative, also of Chicago. He will have charge of the advertising for *Screenland* and *Real Life Stories*, which have appointed William T. Diehl as their Chicago representative.

Joins Closset & Devers

MacMaurice Wilkins, formerly of the Salt Lake City *Deseret News*, has been appointed advertising manager of Closset & Devers, Portland, Oreg.

Wanted—a \$10,000 man:

One of the largest and finest printers in New York wants to add a man who meets this description:

Age between 30 and 45; clean-cut Gentile; at least 10 years' advertising, selling and merchandising experience with successful concerns; a man

who can sell direct mail campaigns

He must understand how to conduct researches and make market analysis; he must be able to analyze a prospective client's needs and prepare a campaign for him that will get desired results. After he has shown that he can sell, he must be the kind of a chap that can organize a department

and who can show others how to duplicate his success.

The man wanted must be capable of earning at least \$10,000 a year both as salesman for and as manager of such a department, the profits of which he will participate in. After he has proven his ability "to make good" he will be given an opportunity to acquire a substantial interest in the business if he desires it. If you are this man, or know of such a man, get in touch with me and I will make an appointment with the principal.

Address

Wm. Ferguson
Care
Printers' Ink

"naturally our sales plans now include a strong drive for business in the Midwest farm market---"

SO say sales managers, advertising managers and agency men who realize the tremendous increase in the buying power of Midwest farmers. Wheat is making farmers debt-free and money-in-the-bank; corn prices high and prospects fine, while livestock prices are soaring. Farmers, merchants and bankers in the Midwest are smiling. There is no question, the Midwest has come again into its own!

—so put on the MUST list:

**Capper's Farmer
Kansas Farmer
Missouri Ruralist**

THE CAPPER FARM PRESS

ARTHUR CAPPER
Publisher

**Topeka
Kansas**

MARCÓ MORROW
Asst. Publisher



The Companies MIDLAND Keeps

The continued satisfaction of the Companies who use our warehouse facilities is full endorsement of our efficiency.

They have found that Midland means reduced distribution expense in every phase of shipping procedure.

Numbered among them are many nationally-known shippers including:

Algoma Pencil Co.
Nathaniel Baldwin, Inc.
Boston Woven Hose & Rubber Co.
Campbell Soup Co.
Certain-teed Products Corp.
Chase Bag Co.
Cheney Talking Machine Co.
Chicago Veneer Co.
Continental Paper & Bag Mills
Cream of Wheat Co.
The Gates Company
The R. M. Hollingshead Co.
The Manhattan Rubber Mfg. Co.

Mellin's Food Co. of No. Am.
Minute Tapioca Co.
Montgomery Ward & Co.
The Norwalk Tire & Rubber Co., Inc.
Penick & Ford, Ltd., Inc.
Plasterboard Wall Board Co.
Royal Baking Powder Co.
U. S. Gutta Percha Paint Co.
R. T. Vanderbilt Co., Inc.
Ward Baking Co.
G. Washington Coffee Refining Co.

Your distribution problem will find its solution in the adoption of our service.

Write for "Space—A Factor in Successful Marketing." It fully explains a plan which will prove profitably interesting to you.

MIDLAND WAREHOUSE & TRANSFER CO.

15th & S. Western Ave.

Chicago, Ill.



How to Make 'Em Like the Straight-Commission Plan

(Continued from page 6)

would earn less than \$75? Some of them would surely. A whole lot of them would be satisfied with \$75 and not even try to earn more."

"Oh, well, those fellows should be fired."

"They always are. But that isn't the point. Suppose 300 of those 1,000 men, should earn say \$10 less than their drawing account for any week. That is \$3,000 lost!"

"Oh well, it would be only one week. They would be fired, or their drawing accounts reduced."

"In practice it doesn't work out that way. Where drawing accounts are paid, there is a definite average loss, week in and week out, all year. The loss has got to be covered by the commissions."

"It seems to me that it would be a pretty poor salesman that couldn't earn a drawing account of \$50 to \$75 a week on a proposition like this."

"Right. Yet in an organization of 1,000 men, there would have to be drawing accounts all the way from \$15 to \$200 a week, depending on the average ability of the man."

"But the drawing account could be adjusted so the salesman couldn't overdraw."

"Then it wouldn't be a drawing account at all, but merely advanced commissions."

"Well, a lot of high-grade concerns do it."

"Right again. But they pay lower commissions. The salesmen who make good, pay the drawing accounts of those who don't."

"Forget it! The company pays it!"

"How does the company pay it? Where can a company get any money to pay anything with except from sales?"

"Well, maybe the commissions are a little less then, and they pay it out of what they save."

"Isn't that just what I've been

I want an ASSOCIATE EDITOR

For some time I have been carrying the double load of editor and business manager of our hardware journal. We believe there is a young man somewhere who has proven his writing ability and who, knowing considerable about the hardware trade, can come with me and, as soon as he is fitted, take over the entire editorial work of the paper.

This is a rare opportunity for a man with the ability we want. We are 23 years old, and are running 140 to 150 pages monthly, in two issues. We are located in the Northwest.

Won't you, in your reply, give full particulars about yourself, your publishing history, your ideals?

"C," Box 255, Printers' Ink

ARE YOU THE MAN WE NEED?

To Help Us Make a Greater Success of a Well-Started Direct-Mail Advertising Agency

1. A Sales Executive with Education, Personality and a record of Success as a Salesman of high-grade, high paying, creative printing and Direct-Mail merchandising campaigns. A selling proposition big enough and progressive enough to keep the right man busy and happy with very particular clients.

2. A designer—artist, with sales building ability—creative and effective layouts in lettering and design—for Direct-Mail merchandising. Agency experience necessary.

3. An Idea and Copy man—a sound thinker and writer of original sales-making copy—who can put his ideas into practical printing for the largest Direct-Mail Service Agency in New England operating complete printing, multigraphing and mailing departments.

The further expansion of this business requires the services of these additional men to perfect our present growing organization. Your first letter should tell us about your past successes; make it specific, please. Also \$\$ to start.

Direct-Mail Exchange

Box 111, Care of Printers' Ink

A RESPONSIBLE MAN FOR YOU

THIS man is now thoroughly tried and proven, capable of organizing or handling your work and personnel without direction. He has had continuous and varied experience as assistant and acting advertising and sales promotion executive with the largest corporations in their industry. He has handled completely, every phase of advertising—creative, productive, administrative, dealer and consumer—magazine, newspaper, direct literature, outdoor and window display. He now seeks greater responsibility and opportunity than his present connection affords.

[“D” Box 258. Printers’ Ink]

Former service agency owner, Canadian copy chief and metropolitan contact, plan and copy man, has recently disposed of his business and desires either permanent connection or five months engagement, as circumstances warrant. No immediate investment considered. Last salary (as advertising and sales manager) \$10,000. Initial salary secondary to prompt action, congenial surroundings and prospects. Please write fully to

**413 Alcalde St.,
Dallas, Texas.**

telling you? The commissions *have* to be less. Then all of the salesmen who make good, are underpaid, so as to pile up a fund to pay those who fail.”

“Oh come now. I’ve worked on drawing accounts. I never felt that way about it.”

“Maybe you didn’t understand it. If our house was going to lose an average of \$3,000 to \$5,000 a week under some fool drawing account plan, my commissions would surely have to be less, and I’d be paying part of that loss every week.”

“Well, isn’t a salesman entitled to some pay for development work, even if he doesn’t make sales?”

“Why should I, and other salesmen in our organization, pay you for development work in your territory?”

“I don’t *want* you and the other salesmen to pay it. I want the company to pay it.”

“But the only money the company has is the money it makes on our sales. It all comes back to the same result—lower commissions.”

“Well, couldn’t you afford to take a slightly lower commission to have a standard drawing account, and know where you are every Saturday?”

“I should say not. I know that in the long run, the most I can get is just what I earn anyway, but I want *all* I earn, all the time. You don’t catch me carrying any drones.”

“But I have a family to keep, and rent to pay.”

“You want slavery days back again, eh? You want the owner of the plantation to underwrite your worries, furnish you a house, rent free, choose your clothes, supply your food. Man, what you need, speaking very candidly, is a little backbone.”

“That’s a bit raw, isn’t it? Where do you get that slavery stuff?”

“Well, you seem to think you can’t stand alone. You don’t want to take any responsibility. You want the balance of the sales organization to hold you up.”

“No, I don’t want any man to

The Northwest Is Calling You

THE DAKOTA FARMER
ABERDEEN, S.D.



NORTHWEST FARMSTEAD
MINNEAPOLIS

Sometimes I Wonder—

if the flood of get-rich-quick crop stories are not as harmful to Minnesota and the Dakotas as the "bear" stories of blizzards, drouth and low prices—but, By Gum, just now it is hard for even the most conservative "old-timer" who has seen the ups and downs of this great northwest to keep from getting enthusiastic.

Don't—

rush up here with an empty trunk expecting to take it home full of cash and orders but—look us over.

If we can be of service to you, we are yours to command.

W. C. Allen

Publisher NORTHWEST FARMSTEAD
THE DAKOTA FARMER

The Dakota Farmer

Is the "only bet" in the Dakotas

Northwest Farmstead

Must be used to "cover" Minnesota

During the first half of 1924, Northwest Farmstead made a larger gain of Commercial Advertising over the same period in 1923 than both the other Minnesota farm papers combined—ditto on Total Advertising.

In June, 1924, Northwest Farmstead made a gain over June, 1923, on Commercial Advertising. The combined loss of the other two Minnesota farm papers was 10,298 lines.

Ditto on Total Advertising—the combined loss of the other two being 13,456 lines.

See Advertising Record Co. Reports.

WANTED!

A Salesman

Preferably man with experience in selling color; who is able to appear before the executives of agencies and the major advertising accounts of the country.

MUST BE

familiar with agencies and accounts in Chicago and New York territories; have a good record of sales made.

Prefer man who also knows farm market and something of farm papers.

THE OPPORTUNITY IS LARGE for the right man. Address "H," Box 112, care of Printers' Ink, Chicago Office, Illinois Merchants Bank Bldg., Chicago, Ill.

AVAILABLE

To the right Agency

Account Executive—

Copy Writer

Man of unique training and preparation now open for permanent connection.

Prefer a small Agency in New York, where principals need strong background for selling efforts. Can show record of success as all around man. Unusual copy, sound merchandising plans, practical, with feet on ground. Age 30, married.

Now employed at salary above five thousand. Want opportunity to earn more by earning more for employers.

What have you to offer?

"J," Box 113, PRINTERS' INK.

hold me up. All I want is that I get what I earn."

"The only way you'll ever get all you earn, on any kind of a proposition, is for you to carry your own worries, and work on a straight commission basis. It is the only way in which any sales organization can pay the top commissions."

"Well, I'll admit that is a little different way of putting it. Maybe you are right."

"I know I'm right. You can't buy any fire insurance, or life insurance for nothing, can you? Somebody has got to carry the risk. If you are afraid your house will burn, you'll either have to carry the worry yourself, or pay somebody else to carry it for you."

"You think that is similar?"

"Isn't it? Load up your company with a lot of risks, and it has to build up a fund to pay the insurance, or to carry the risk itself. There isn't any place to get the money except by paying lower commissions to the men who make good."

"Then you're sold on the straight-commission basis?"

"Absolutely! I wouldn't work for a house that paid anybody any other way. If I did, I would know, positively, that I was helping to carry a bunch of drones. When I earn \$100 in commissions, I want \$100; not \$75 or even \$90. I don't want my house to carry any risks at all. I'll carry my own, and then I'll make it my business to see that there aren't any to carry."

"But there will be, won't there?"

"How? You've already said that you expect to earn all you get. A man has to earn all he gets in this world. If you earn all you get, then why make a deal to help carry a bunch of fellows who don't want to earn all they get? I say, get into an organization which makes every man stand on his own feet, so the drones will keep out of it"

"Jack, I guess you've got me sold. I made \$5,000 last year on the drawing-account plan, but I'll bet the commissions were lower,



Greater Gain Than Second Los Angeles Newspaper

Los Angeles Times Want Ads during July reached the almost unbelievable total of 134,405 separate advertisements, beating The Times' big score of July, 1923, by 9,032 advertisements.

The most significant fact brought out during July is The Times' tremendous and rapidly growing lead over the second Los Angeles paper. During July, 1924, The Times' lead over the second paper amounted to more than double that of July, 1923.

Times Want Ads—first in numbers and fastest in growth—consistently certify the loyalty of the Los Angeles public for its home-owned and home-edited newspaper.

Los Angeles Times

Eastern Representative

WILLIAMS, LAWRENCE & ORESMER COMPANY

225 Fifth Ave., New York

360 N. Michigan Ave., Chicago

Here's a Great Market for Building Equipment of All Kinds

New England's bill for building repairs, replacements and improvements will be unusually high this fall.

There are close to 1,500,000 dwellings in New England. Of these over 650,000 are electrically wired. Right here is a great market. Approximately 850,000 homes are in need of electrical equipment and appliances. This is potential. The market for electrical appliances in those homes that have current is assured. All that is required is the incentive to buy.

New plumbing installations will be made in thousands of homes. Families will decide on bathroom fixtures, kitchen equipment, etc., during the coming months.

Paint, roofings, casement windows, heating plants and appliances, composition board, cement and other building materials and equipment will be purchased in great quantities.

Now is the time for manufacturers of these products to present their merchandise to New England home owners. The place to put this message is in the newspapers that the home owner reads. The Home Daily Newspapers of New England—listed below.

Look into the cost of conducting a campaign in these newspapers. You will find that it is exceptionally low.

NEW BEDFORD, MASS. STANDARD MERCURY
Daily Circulation 32,425 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 21,154 P. O.
Member A. B. C.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 64,783 A.B.C.—2c copy
Population 129,563, with suburbs 425,000

WORCESTER, MASS. TELEGRAM GAZETTE
Daily Circulation 83,086 A. B. C.
Population 193,666, with suburbs 350,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 25,711 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST TELEGRAM
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES
Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 40,106 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 11,341 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS
Daily Circulation 27,792
Member A. B. C.
Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE
Daily Circulation 22,393 P. O.—2c copy
Population 71,000, with suburbs 100,000

MERIDEN, CONN., RECORD
Net Paid Cir. 7,255 A. B. C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 12,693 A. B. C.
Member A. B. C.

FITCHBURG, MASS., SENTINEL
Net Paid Circulation 11,410 P. O.
Member A. B. C.
Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM
Daily Circulation 16,627 A.B.C.—3c copy
Population 99,198, with suburbs 125,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

The I
nois," u
been off
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produced
transfer
gold scri
for the
factory.

Kans
Ad
Franci
ager sir
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J. Mora

L. V.
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Franklin
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been eng
in New

Rug
The H.
Junction,
account
lard, adv

and that I lost at least \$1,000."

"That means that you paid, out of your own pocket, \$1,000 to support somebody who was more afraid of work than you were. Why should you pay his rent and buy his clothes? If a man is willing to work, he can make more money on a straight-commission basis than in any other way. The man who isn't willing to work, ought not to make anything."

And then the salesman, who has been almost persuaded, goes to see the sales manager who hires on a straight-commission basis.

Based on experience, it has been shown that this question-and-answer method convinces the men, just as the man in the dialogue is convinced.

In conclusion, let me say that in my opinion the straight-commission method is the only way a salesman can get all that he earns and the only way in which any house can get full value from all of its men for all that it pays.

Rockford Manufacturers Adopt Label

The phrase "Made in Rockford, Illinois," upon a diamond-shaped label, has been officially adopted by manufacturers of that city for use on all furniture produced there. Where used on a transfer to be applied to furniture, a gold scroll is provided below the diamond for the printing of the name of a factory.

Kansas City "Journal-Post" Advances F. J. Crowell

Francis J. Crowell, advertising manager since September, 1921, of the Kansas City *Journal*, morning newspaper, has been made advertising director of both the *Journal* and the *Post*, evening newspaper. He succeeds J. Mora Boyle.

L. V. Eytinge with Franklin Printing Company

Louis Victor Eytinge has joined the Franklin Printing Company, Philadelphia, where he will have charge of the copy department. He previously has been engaged in direct-mail advertising in New York.

Rug Account with Lancaster Agency

The H. G. Fetterhoff Company, Wayne Junction, Pa., has placed its advertising account with Chambers, Brecht & Pollard, advertising agency, Lancaster, Pa.

Planning Your Fall Campaign?

Remember

Portland, Maine

and its trading zone (within approximately 25 miles) forms the most populous and prosperous merchandising area in Maine, wholesale and retail, and one of the best markets of its size in the United States.

IN THIS ZONE

the Evening Express

has, by far, the

Largest Circulation

of any daily paper

Its Portland circulation is equal to 15 out of every 16 homes.

"A Truly Remarkable Coverage"

The Sunday Telegram

**Has Largest Sunday Circulation
East of Boston**

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*

JOURNALISM Taught by Journalists

The location of N. U. Medill School of Journalism offers two distinct advantages—(1) The majority of the staff occupy important posts in Chicago newspaper offices. These men have access to professional material and know the best daily practice, (2) Opportunity for practical investigation of Chicago publishing and newspaper plants.

Two unique teaching systems,—the laboratory and the workshop methods. Special weekly lectures by men prominent in the profession. Liberal and cultural studies in other schools and departments of Northwestern University. B. S. and M. S. Degrees. Courses include Newspaper Reporting and Editing, Dramatic Criticism, Editorial Writing, Feature and Magazine Writing, Short Story Writing, Problems of Contemporary Thought.

Write for Bulletin No. 43, giving full details of courses, lectures, etc. Address

**N. U. MEDILL SCHOOL
of JOURNALISM**

NORTHWESTERN UNIVERSITY
443 Commerce Hall Evanston, Ill.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, DWIGHT H. EARLY, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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NEW YORK, AUGUST 14, 1924

"It Can't Be Done" This phrase is still being used, even by the "Big Ones" of business. Traditions of trade still form an insurmountable barrier to many otherwise courageous and progressive souls. Precedents established back in the Dark Ages of commerce keep many a business house from its rightful reward. "It can't be done" is to some a statement of truth based only, in many cases, upon the fact that "It never has been done."

The latter may be true, but the former is but a lying thought, held to by doubters and fearful ones.

American commerce was not built on this formula, "It can't be done." Our history of industrial progress is full of stories of the adventures of brave ones who did

it. But in spite of all the examples of the rewards of working with the opposite formula, "It can be done," many men still travel along the paths of precedent.

One of the most interesting and significant things about the progress of the Tao Tea Company is the fact that it has formed the habit of smashing traditions and brushing precedents aside. Tea men predicted the company's failure because it was foolish enough to try to market nationally just one particular kind of tea. They said it couldn't be done; to be successful in the tea business one must sell a variety because different sections of the country drank different kinds of tea. The tea men had built a very substantial appearing stone wall in front of them, but Tao Tea came along and smashed it down and gained national distribution for the product in about a year's time.

Then the company found that the tea men had for years been accepting a big falling off in sales during the summer months. But the company couldn't afford this reduction in sales so it went ahead to dispel the illusion and did it. It "discovered" that perfectly good ice tea could be made with Tao and cold water. It backed its discovery with a strong advertising campaign and instead of recording a falling off in sales it made an increase. The company is now proceeding with plans to show wholesale and retail grocers how to put their business in the Christmas buying class. The company cannot understand why grocers should not be in the path of the Christmas spending orgy. There is no reason why department stores, jewelry stores and the like should enjoy a monopoly of this trade.

Another tradition smasher is Harrison Boyce, of Moto-Meter and Boyce-ite. He has marketed Boyce-ite the way one would market a drug or grocery product, which is quite different from the usual manner of marketing automotive products. Everybody said it couldn't be done. But Boyce went ahead and did it and Boyce-ite gained national distribution in

eight months. In less than a year its sales jumped from nothing to over 1,000,000 cans a week.

There must be fine selling opportunities existing in almost every field, which are not seen because of the wall of precedent. There's a big place for the tradition-smasher if he has a good product and will use a reasonable amount of common sense in his endeavors.

The Frontier Geography and Advertising

In a scholarly address which he delivered before the London convention of the Associated Advertising Clubs of the World, William J. Boardman, vice-president of the George Batten Company, made it clear why advertising has wielded such great influence in our national development.

Here is a paragraph taken from his address, which summarizes his thought:

"The markets of the United States are in most aspects similar to the markets of other countries. Some of the aspects in which they are different grow, as I have tried by brief hints to suggest, from, first, the influence of geography; second, the influence of a rapidly evolving and passing frontier; and third, the influence exercised by the mind of man on the thinking of these markets through the instrumentality of advertising."

Again in explaining why advertising meshed so closely with the geographical and frontier influence, he said:

"Advertising has become what it is in America because it fitted our needs. Advertising enables the manufacturer to keep his product from being forgotten by faraway customers. Advertising does much of the rough, preliminary work of selling and so saves the time of salesmen for more important work. Where vast areas must be covered, the time spent in traveling is so great that conservation of man-power and man-hours is a necessity."

Mr. Boardman has emphasized an economic fact that is too often overlooked. We forget that ad-

vertising has played an important role in the elimination of our frontiers. In this respect its influence has been second only to transportation and communication. In fact, advertising is a form of communication. Without transportation and communication, which includes advertising, distribution would have been impossible in this country of great geographical distances and, of course, without distribution, we never could have developed commercially.

Mr. Boardman shows us that occasionally it is wise to look into advertising's economic foundations. While such an analysis may not be immediately helpful in selling today's goods, it gives us a better perspective on advertising's many-sided influence. Thus gaining a better appreciation of advertising's power, perhaps we can use it more effectively in marketing tomorrow's output.

The Potato Needs a Defender

We confess to an inward fondness for the good, old *solanum tuberosum*, commonly known as the potato. French fried, baked, mashed, and disguised in fancier forms by skilful cooks, it has long been our friend and table companion. Discovered by the Spaniards in Quito in South America in the year 1550 or thereabouts, it had such early and distinguished advocates as John Hawkins, Hieronymus Cardan and Sir Walter Raleigh, who cultivated it carefully on his estate near Cork. During all the intervening centuries the popularity of the potato has grown steadily until today billions of them are eaten and enjoyed by millionaires and ditch-diggers alike.

And then, just as the potato seems to have the market all to itself, along come two competitors during the last month to challenge its supremacy by means of the modern business tool of advertising. The dasheen and macaroni are the two Davids who are advancing to meet this Goliath of the vegetable world.

The dasheen is a vegetable

which, discovered in the highlands of the Andes, was introduced into Florida about fifteen years ago. It has made progress there and is said to contain almost 50 per cent more food value than its older rival. A small advertising campaign by the Nassau County Dasheen Growers Association moved this unknown vegetable at the rate of 1,200 pounds a week. The growers are enthused about advertising and when production increases will add one city at a time to increase the market.

As if one new competitor were not enough, the C. F. Mueller Company has started an advertising campaign in 260 newspapers to tell housewives that potatoes are hard for the hands, for the waistline and use up too much time which might be given to Mah Jongg by the busy housewife. The company tells its prospects not to be the slaves of the old potato habit but to use macaroni instead. This campaign is a direct frontal attack on the potato, and it is supported by the heavy artillery of a big advertising campaign.

Will our old friend the potato remain silent during the simultaneous attacks of its two new competitors? In restricted areas potatoes have been advertised, but advertising history indicates that no product can continue to dominate a market against competitors who have news value, interest and advertising to add to a good product. With all its weak points we still like the potato. Surely somewhere, somehow, a combination of potato growers will arise and tell the nation some of the historical facts about their product and why it can still be considered a real food.

An S O S for New Advertisers

Most of the vehicles running around the streets of Chicago at the present time carry the letters "S O S" prominently. On the sidewalks when you come to street intersections the same letters are there, stenciled in white paint by Boy Scouts. They mean "Safety or Sorrow," and their aim is to reduce the number of accidents to

pedestrians by making them ponder a bit before pitting their agility and staying powers against those of a Ford or whatever else happens to have the right of way.

The Safety or Sorrow idea is not without its advertising application. There must be room in our economic hall of fame for the man who will teach advertisers, especially new advertisers, to think a couple of times before taking off.

A manufacturer who began advertising a specialty last spring for the first time told PRINTERS' INK a few days ago that his cost was out of all proportion to the results. There was no bitterness in his story but threaded through it was a lot of disappointment and regret. "Probably the article is not of general enough interest," he commented. "In selling ourselves direct to the jobber we are too far removed from retailers or the buying public."

If those are the real reasons for the failure of his advertising, the man who acted as his advertising counsel ought to be awarded a set of gutta percha golf clubs for his phenomenal hindsight. No competent agency could guarantee success to this or any other manufacturer, but it should have seen at once that the article to be advertised was of special, rather than general appeal and shaped the advertising accordingly. Any competent counsel should have recognized the necessity for getting close to retailers and the public. A test campaign to learn the reactions of the thousands before advertising to millions might have saved this advertiser's money. Perhaps zone selling instead of an attempt at national distribution was what was needed. A careful reading of "Which Advertising Viewpoint—Get Rich Quick or 6 Per Cent and Safety?" by Ray Giles in the July 10 issue of PRINTERS' INK would certainly have helped him, as it will help any, new advertiser.

Buys Terrell "Transcript"

The Terrell, Tex., *Tribune* has bought the Terrell *Transcripts* from Harry Galbraith, who has been its publisher for the last twenty-seven years.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

"NOT HOW MUCH, BUT HOW WELL"

Larkin Co Inc.

ESTABLISHED, 1875

"The PRINTERS' INK Publications are read with interest by the executives in our Advertising and Sales Departments. We have a system for regularly circulating your publications.

"In addition to the copy which is read by our executives, we have another copy in our Plant Library, making PRINTERS' INK available to anyone in our entire organization who desires to read it.

"In addition to this, we subscribe to PRINTERS' INK for our Branch Managers.

"The writer has subscribed to PRINTERS' INK for many years and reads it each week with pleasure and with profit."

Larkin Co Inc.

H. M. E. L.
Advertising Manager.

THOMSON MFG. CO.

"In this office there is generally a struggle as to who is to get PRINTERS' INK and PRINTERS' INK MONTHLY first.

"All issues are carefully read and all articles of importance and interest to salesmen are torn out and sent to the men on the road."

THOMSON MFG. CO.

J. M. Thomson
Sales Manager.



71%
of our readers
own their own
homes

132,415
Net Paid Circulation—APRIL 26, 1924 ISSUE
Publishers' Statement, A.B.C.

"FACTS, NOT FANCIES, ABOUT RADIO"

A recent survey of the subscribers and newsstand buyers of Radio Digest based on our issue of April 26, 1924, shows 71% of our readers own their own homes. Much other interesting and instructive data is also available. Write us for "Facts, Not Fancies, About Radio." Know why advertising pays in Radio Digest with the

LOWEST AGATE LINE RATE OF ALL RADIO PUBLICATIONS

New Rates in Effect August 30th for September 20th Issue.

For Present Low-Cost Advertising Rates, Write

CHICAGO
510 N. Dearborn St.

NEW YORK
611-12 Times Bldg.

Fastest Growing Radio Magazine

(Ex)

Revi

Harp

Atlan

Worl

Scrib

Curre

Centu

Every

Muns

Stree

Wide

Our

Blue

McCl

Book

St. N

Ameri

True

Red E

Cosmo

Physic

True

Photop

Motion

Americ

Succes

Hearst

Sunset

Boys'

Elks M

True C

Picture

Asia

Screen

Metrop

Boys' 1

Vogue

Ladies'

Good H

Harper

Pictoria

Woman

McCall

Delineat

Design

Modern

Holland

Woman'

AUGUST MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Standard Size

	Pages	Lines
Review of Reviews.....	65	14,660
Harper's	64	14,381
Atlantic Monthly	63	14,184
World's Work	60	13,594
Scribner's	49	11,032
Current Opinion	39	8,736
Century	28	6,384
Everybody's	20	4,638
Munsey's	19	4,256
Street & Smith Comb.	18	4,032
Wide World	17	4,007
Our World	17	3,934
Blue Book	13	3,066
McClure's	10	2,329
Bookman	10	2,296
St. Nicholas	10	2,240

Flat Size

	Columns	Lines
American	248	35,425
True Story	207	29,664
Red Book	177	25,379
Cosmopolitan	175	25,041
Physical Culture	150	21,529
True Romances	146	20,912
Photoplay	121	17,396
Motion Picture Magazine ..	89	12,843
American Boy	55	11,029
Success	68	9,842
Hearst's International... ..	67	9,628
Sunset	61	8,733
Boys' Life	51	8,702
Elks Magazine	51	7,752
True Confessions	53	7,699
Picture Play	51	7,397
Asia	44	6,336
Screenland	38	5,506
Metropolitan	21	3,050
Boys' Magazine	16	2,820

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues)	388	61,443
Ladies' Home Journal..	330	56,054
Good Housekeeping	260	37,205
Harper's Bazar	206	34,650
Pictorial Review	170	34,100
Woman's Home Comp...*	200	34,072
McCall's	121	20,639
Delineator	119	20,397
Designer	108	18,479
Modern Priscilla	71	12,070
Hollands	63	11,964
Woman's World	65	11,071

Greater Service for Business Executives

We have secured the following recognized authorities to contribute, once a month in **FORBES**, a summary of present conditions and the future outlook in their respective fields:

I. V. SHANNON
with Fenner and Beane
on *Cotton*

PAUL WAGNER
of "National Petroleum News"
on *Oil*

V. E. CARROL
Editor, "Textile World"
on *Textiles*

SAMUEL O. DUNN
Editor, "Railway Age"
on *Railways*

F. J. LISMAN
F. J. Lisman and Co.
Members N. Y. Stock Exchange
on *Bonds*

Here is an opportunity.

The Forbes reader is hungry for information on marketing and merchandising. Tell him your story. For rates and information write

FORBES

Member of A. B. C.

WALTER DREY, Vice-President
120 Fifth Avenue, New York

Eastern Manager
FRANK H. BURNS
120 Fifth Avenue, New York

Western Manager
H. S. IRVING
Peoples Gas Bldg., Chicago
Financial Advertising Manager
EDWIN V. DANNENBERG
120 Fifth Ave., New York

Register's Supremacy in New Haven

Connecticut's Largest City

- 1. LARGER CIRCULATION** than any TWO other New Haven papers combined. More than 40,000 people every night buy the "Register." Ninety-two per cent of this is within 10 miles of New Haven City Hall.
- 2. GREATEST LINEAGE.** During 1923 the "Register" carried over four million lines of advertising in excess of the next nearest competitor. "Register" leads in Local, National and Classified advertising.
- 3. LOWEST RATES** per thousand of any paper in this field, without taking into consideration the greater result-producing quality of "Register" advertising space.

New Haven Register
Largest Circulation in
Connecticut's Largest City

*The Julius Mathews Special Agency
Boston, New York, Detroit, Chicago*

	Columns	Lines
People's Home Journal..	49	8,383
Fashionable Dress	37	6,384
Needlecraft	31	5,383
Farmer's Wife	25	5,063
Child Life	33	4,849
People's Popular Monthly	24	4,709
Mother's-Home Life....	24	4,298
Today's Housewife	19	3,338
Mess.of Sacred Heart (Pg)	12	2,749

GENERAL AND CLASS

	Columns	Lines
The Spur (2 issues)....	389	65,440
House & Garden	324	51,223
Town & Country (2 is.)	252	42,403
Country Life	184	31,003
Radio News	192	28,231
Popular Mechanics (Pg.)	118	26,796
Vanity Fair	158	24,999
Field & Stream	164	23,487
System	151	21,695
House Beautiful	135	20,805
Popular Science Monthly	135	19,321
Nation's Business	117	17,342
Radio	118	17,332
Arts & Decoration....	98	16,548
Outdoor Recreation	104	14,983
Science & Invention....	96	14,257
Outdoor Life	97	13,893
Popular Radio (Pg.)....	61	13,728
Motor Life	79	12,482
National Sportsman	84	12,022
World Traveler	80	11,833
International Studio....	79	11,322
Radio Broadcast	47	10,528
Scientific American	61	10,459
Business	63	9,048
Forest & Stream	62	8,946
Garden Magazine	56	8,763
Theatre	50	8,040
Rotarian	49	7,078
Association Men	43	6,090
Extension Magazine	33	5,751

CANADIAN MAGAZINES

	Columns	Lines
Maclean's (2 July issues)	213	37,350
West. Home Mon. (July)	108	19,512
Canadian Home Journal	82	14,446
Rod & Gun in Canada..	76	11,005
Canadian Magazine	58	8,413

JULY, WEEKLIES

	Columns	Lines
July 1-8		
Saturday Evening Post	281	47,791
American Weekly	37	10,186
Literary Digest	64	9,762
Forbes	57	8,691
Collier's	28	4,847
Radio Digest	24	4,677

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American Cities

will celebrate PHYSICAL CULTURE HEALTH WEEKS at various times during the coming Fall, Winter and Spring, as compared with twelve cities last year. The lectures and demonstrations to be held in one of the leading department stores in each city will be supplemented by similar programs given in local business men's clubs, schools and industrial institutions, all under the direction of PHYSICAL CULTURE.

The increase from twelve cities last year to sixty-one this year is an indication of the growing interest in physical culture no less striking than the steady advance in circulation of PHYSICAL CULTURE. Two years ago it was 200,000; today it is over 350,000 and still growing.

PHYSICAL CULTURE HEALTH WEEK CITIES, 1924-1925

Akron, Ohio	Hot Springs, Ark.	Pittsburgh, Pa.
Albany, N. Y.	Houston, Tex.	Portland, Ore.
Atlanta, Ga.	Indianapolis, Ind.	Richmond, Va.
Atlantic City, N. J.	Jacksonville, Fla.	Rochester, N. Y.
Baltimore, Md.	Lincoln, Neb.	Salt Lake City, Utah
Berkeley, Calif.	Little Rock, Ark.	San Antonio, Tex.
Binghamton, N. Y.	Los Angeles, Calif.	San Diego, Calif.
Birmingham, Ala.	Manchester, N. H.	San Francisco, Calif.
Bridgeport, Conn.	Milwaukee, Wis.	San Jose, Calif.
Buffalo, N. Y.	Minneapolis, Minn.	Savannah, Ga.
Cincinnati, Ohio	Montgomery, Ala.	Seattle, Wash.
Chicago, Ill.	Newark, N. J.	Spokane, Wash.
Cleveland, Ohio	New Orleans, La.	Springfield, Mass.
Columbus, Ohio	New York, N. Y.	St. Louis, Mo.
Dallas, Texas	Oakland, Calif.	St. Paul, Minn.
Dayton, Ohio	Ogden, Utah	Syracuse, N. Y.
Des Moines, Ia.	Omaha, Neb.	Tacoma, Wash.
Detroit, Mich.	Pasadena, Calif.	Toledo, Ohio
Duluth, Minn.	Philadelphia, Pa.	Tucson, Ariz.
El Paso, Tex.	Phoenix, Ariz.	Washington, D. C.
Fort Worth, Tex.		

Final forms for the October issue close August 20th

Physical Culture

	Columns	Lines	July 28-31	Columns	Lines
Life	27	3,952	Outlook	12	1,796
Argosy-All-Story (Pg.)	16	3,738	Life	9	1,344
Outlook	22	3,159	Nation	7	1,050
Christian Herald	13	2,359	New Republic	5	854
Youth's Companion...	12	2,186	Youth's Companion ...	2	428
Churchman	12	1,687			
American Legion W'kly	11	1,612			
New Republic	7	1,117			
Nation	6	945			
Independent ?.....	6	938			
Judge	4	574			

July 7-13	Columns	Lines
Saturday Evening Post	350	59,601
Literary Digest	103	15,696
American Weekly	35	9,857
Collier's	38	6,523
Radio Digest	31	5,964
Life	31	4,544
Outlook	27	3,897
Christian Herald	20	3,471
Argosy-All-Story (Pg.)	9	2,230
American Legion W'kly	13	1,859
New Republic	10	1,564
Youth's Companion...	9	1,524
Churchman	10	1,482
Judge	9	1,319
Nation	7	1,050

July 14-20	Columns	Lines
Saturday Evening Post	348	59,275
Literary Digest	97	14,884
Forbes	55	8,568
American Weekly	28	7,766
Collier's	39	6,749
Radio Digest	33	6,340
Life	28	4,062
Outlook	17	2,544
Christian Herald	14	2,454
American Legion W'kly	12	1,846
Nation	10	1,470
Argosy-All-Story (Pg.)	6	1,344
New Republic	9	1,341
Churchman	6	962
Judge	6	943
Youth's Companion...	5	926
Independent	1	224

July 21-27	Columns	Lines
Saturday Evening Post	301	51,108
Literary Digest	45	6,870
American Weekly	22	6,273
Collier's	29	4,945
Radio Digest	24	4,809
Outlook	22	3,233
Life	17	2,561
American Legion W'kly	10	1,514
Argosy-All-Story (Pg.)	6	1,344
Nation	9	1,260
Churchman	8	1,208
New Republic	7	1,117
Youth's Companion ..	5	976
Judge	3	526

Totals for July	Columns	Lines
Saturday Evening Post	1,281	217,775
Literary Digest	310	47,212
American Weekly ...	124	34,082
Collier's	135	23,064
Radio Digest	115	21,790
Forbes	113	17,259
Life	115	16,463
Outlook	102	14,629
Argosy-All-Story (Pg.)	38	8,656
Christian Herald	48	8,284
American Legion W'kly	47	6,831
Youth's Companion ..	35	6,040
New Republic	40	5,993
Nation	41	5,775
Churchman	38	5,339
Judge	23	3,362
Independent	8	1,162

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Columns	Lines
1. The Spur (2 issues) ..	389	65,440
2. Vogue (2 issues) ...	388	61,443
3. Ladies' Home Journal	330	56,054
4. House & Garden ...	324	51,223
5. Town & Country (2 is.)	252	42,403
6. Maclean's (2 July is.)	213	37,350
7. Good Housekeeping ..	260	37,205
8. American	248	35,425
9. Harper's Bazar	206	34,650
10. Pictorial Review ...	170	34,100
11. Woman's Home Com.	200	34,072
12. Country Life	184	31,003
13. True Story	207	29,664
14. Radio News	192	28,231
15. Pop. Mechanics (Pg.)	118	26,796
16. Red Book	177	25,379
17. Cosmopolitan	175	25,041
18. Vanity Fair	158	24,999
19. Field & Stream	164	23,487
20. System	151	21,695
21. Physical Culture ...	150	21,529
22. True Romances	146	20,912
23. House Beautiful ...	135	20,805
24. McCall's	121	20,639
25. Delineator	119	20,397

Warren "Tribune" Advances E. J. Wimmer

E. J. Wimmer, advertising manager of the Warren, Pa., *Tribune* has been appointed business manager.

WHO IS THE EDITOR OF CURRENT OPINION?

THE QUESTION is not easy to answer. We usually say that Dr. Frank Crane is the Editor. He writes a monthly frontispiece which is the only signed thing in the magazine.

But as a matter of fact Current Opinion has editors without number, scattered over the world. The greatest editors everywhere put the finest portions of their choicest selections and most thoughtful editorials into Current Opinion. The greatest writers in every language send the best parts of their best work to Current Opinion. The biggest news-gathering agencies turn over the most significant and enduring elements in their news to Current Opinion.

Politicians and statesmen collaborate in the editing of Current Opinion by submitting their most splendid phrases. Inventors and explorers contribute their latest devices and discoveries. Philosophers, preachers, scientists, and teachers insert their newest and deepest thoughts. Bankers, industrialists and business men record their sensational successes in the world of affairs. Poets, painters, sculptors, playwrights and musicians obtain through Current Opinion a hearing for their supreme achievements in the world of beauty, wit and passion.

Current Opinion selects the best and presents it as briefly as possible for the entertainment and information of the busy people of brains and means who make up Current Opinion's hand-picked audience.

100,000 Net Paid Guaranteed

Eastern Advertising Manager

R. B. SCRIBNER

50 West 47th Street

New York, N. Y.

Western Advertising Manager

A. W. KOHLER

30 North Michigan Blvd.

Chicago, Ill.

FOUR-YEAR RECORD OF AUGUST ADVERTISING

GENERAL MAGAZINES

	1924	1923	1922	1921	Totals
Maclean's (2 July issues)....	37,350	35,958	32,193	23,679	129,180
American	35,425	36,949	29,963	23,647	125,984
Red Book	25,379	27,994	25,202	22,308	100,883
Cosmopolitan	25,041	24,537	19,145	19,824	88,547
Physical Culture	21,529	20,255	22,352	20,221	84,357
Review of Reviews	14,660	18,144	18,677	19,447	70,928
Harper's	14,381	17,013	19,298	18,931	69,623
World's Work	13,594	18,586	16,976	17,248	66,404
Photoplay	17,396	18,934	13,385	13,155	62,870
Atlantic Monthly	14,184	15,052	15,442	16,224	60,902
Motion Picture Magazine....	12,843	14,167	14,240	10,308	60,902
Scribner's	11,032	14,000	13,076	12,551	51,558
American Boy	11,029	14,161	13,000	10,646	50,659
Sunset	8,733	12,642	8,720	12,490	42,585
Century	6,384	11,480	9,674	11,032	38,570
Hearst's International	*9,628	*11,453	*5,396	6,528	33,005
Boys' Life	8,702	8,197	6,938	6,374	30,211
McClure's	*2,329	*6,016	*7,218	8,601	24,164
Current Opinion	8,736	7,226	5,070	2,982	24,014
Boys' Magazine	2,820	3,170	4,515	4,298	14,803
Munsey's	4,256	3,472	3,344	3,450	14,522
Metropolitan	*3,050	*9,514	††	†	†12,564
Everybody's	*4,638	*3,218	*2,556	1,609	12,021
St. Nicholas	2,240	2,968	2,554	2,940	10,702
	315,359	355,106	308,934	288,493	1,267,892

* New Size. † July and August combined—listed in July. ‡ Two year total.

WOMEN'S MAGAZINES

	1924	1923	1922	1921	Totals
Vogue (2 issues)	61,443	65,471	48,522	49,099	244,535
Ladies' Home Journal	56,054	54,898	53,283	52,515	216,750
Good Housekeeping	37,205	36,327	28,046	25,873	127,451
Harper's Bazar	34,650	33,789	29,700	26,647	124,786
Woman's Home Companion...	34,072	32,600	27,071	22,270	116,013
Pictorial Review	34,100	30,994	20,982	14,565	100,641
McCall's	*20,639	21,776	18,430	14,130	74,975
Delineator	20,397	18,787	17,173	14,077	70,434
† Designer & Woman's Mag..	18,479	14,375	14,732	10,909	58,495
Modern Priscilla	12,070	13,022	15,076	11,333	51,501
People's Home Journal	8,383	12,570	9,630	9,580	40,163
Woman's World	11,071	8,786	10,437	†	†30,294
People's Popular Monthly....	4,709	10,834	5,291	5,510	26,344
Needlecraft	5,383	5,358	6,076	5,335	22,152
Mother's Home Life	*4,298	*4,671	*2,723	5,730	17,422
Today's Housewife	*3,338	*3,274	3,506	5,143	15,261
	366,291	367,532	310,678	272,716	1,317,217

* New size. † July and August combined—listed in July. ‡ Two magazines now combined. § Three year total.

CLASS MAGAZINES

	1924	1923	1922	1921	Totals
Town & Country (2 issues)...	42,403	46,351	39,949	†31,098	159,801
House & Garden	51,223	49,649	33,227	24,265	158,364
Country Life	31,003	38,304	30,744	22,763	122,814
Popular Mechanics	26,796	25,273	25,731	27,944	105,744
Vanity Fair	24,999	30,060	26,657	19,583	101,299
System	21,695	21,964	22,911	24,924	91,494
Field & Stream	23,487	23,641	22,308	19,014	88,450
Popular Science Monthly....	19,321	17,123	17,265	13,231	66,940
House Beautiful	20,805	18,442	14,000	12,617	65,864
Science & Invention	14,257	13,932	16,258	16,217	60,664
Outdoor Recreation	14,983	15,471	15,017	14,035	59,506
Nation's Business	17,342	15,209	11,740	10,878	55,169
National Sportsman	12,022	13,044	14,064	11,141	50,271
Outdoor Life	13,893	12,273	11,663	11,462	49,291
Scientific American	*10,459	*12,253	*9,659	†6,580	38,951
Forest & Stream	8,946	10,741	8,770	7,226	35,683
Theatre	8,040	8,516	7,738	8,143	32,437
	361,674	372,246	327,701	281,121	1,342,742

* New size. † Three weekly issues. ‡ Four weekly issues.

WEEKLIES (4 July issues)

	1924	1923	1922	1921	Totals
Saturday Evening Post.....	217,775	204,855	†200,893	†191,527	815,050
Literary Digest	47,212	53,640	‡56,165	‡55,488	212,505
American Weekly	34,082	†61,069	‡33,752	‡24,277	153,180
Collier's	23,064	19,032	†15,554	†19,225	76,875
Life	†16,463	18,363	13,459	14,221	62,506
Outlook	†14,629	15,333	14,609	17,542	62,113
Christian Herald	8,284	14,151	†13,621	†14,188	50,244
Judge	3,362	7,649	†6,407	†3,555	20,973
	364,871	394,092	354,460	340,023	1,453,446

‡ Five issues.

GRAND TOTALS ..1,408,195 1,488,976 1,301,773 1,182,353 5,381,297

A Statement about True Story

TRUE STORY is today, and it has been since its first issue in May, 1919, under the direct, personal editorial supervision of Bernarr Macfadden.

In addition to a group of professional readers, through whose hands must pass every manuscript submitted to the Macfadden Publications, a ministerial board must put its seal of approval on every feature accepted for publication in TRUE STORY.

This carefulness in selection, together with the expression of the high ideals to which TRUE STORY is committed, has given it the most unique position ever attained by a magazine in the hearts and the homes of the American people.

MACFADDEN PUBLICATIONS, Inc.

Macfadden Building, New York City

*True Story
Physical Culture
True Romances*

*Macfadden Fiction Lovers
True Detective Mysteries
Dance Lovers*

*Movie Weekly
Dream World
Muscle Builder*

RADIO STORIES, first issue October

The Little Schoolmaster's Classroom

THE Schoolmaster confesses that a certain corner druggist is the real author of many of the thoughts you see outlined in the Classroom. Two or three times a week the Schoolmaster drops in for a chat with his pharmacist friend and never goes away without receiving some new slant on an advertising, marketing or selling question. An educated, thoughtful retail merchant is one of the best sources of practical selling ideas that an advertiser can find.

"I got a new one for you," said this druggist on the occasion of the Schoolmaster's last visit. "You know those packages of flaxseed that have been hanging around here for several years that you have joshed me about? Well, they are all sold and at the full price, too."

"How come?" asked the Schoolmaster, deflating a little in his dignity for just a moment.

"It was a mystery to me at first, too," replied the druggist. "A few weeks ago someone came in and bought a package. I thought nothing of it, although it was the first one I sold in more than a year. In a couple of days I sold another. That evening a third flaxseed customer patronized me. In the course of a week or two as I sold my sixth, seventh and eighth packages of the seed, my curiosity was aroused. I asked one buyer if there was a conspiracy forming in town to go back to the old-fashioned cold remedies.

* * *

"This is not for a cold," he said. 'Bill Jones told me flaxseed is good for a leaking radiator as a temporary emergency remedy. Thought I'd keep some in my tool box in case I ever need it.'

"The secret was out. Bill Jones is the man who revived the flaxseed business. He is the one who bought the first package and has evidently been telling his

friends about his discovery ever since.

"So you see, Schoolmaster, once again my idea is confirmed that if you keep unsalable merchandise for seven years, to give a new application to an old saying, an unexpected demand for it is sure to spring up.

"I have always held that cut prices and forced selling will not sell merchandise for which there is no demand. Of course you can give it away, but what is the sense of giving it away? You might as well keep it if it won't deteriorate and run the chance of selling it sometime. I believe you are the one who advised me to close out that flaxseed at a penny a package, if it wouldn't sell at a higher price. Well, by not following your advice my bank account has been enriched by \$3.20 instead of the sixteen cents with which you would have been content."

* * *

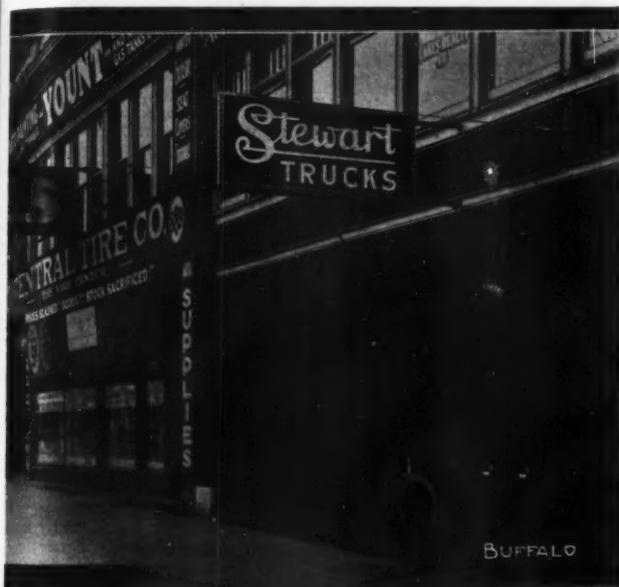
Coupons!

There has always been dissension when that word has been mentioned in advertising circles and now it seems that the Schoolmaster, in mentioning them, has "put his foot in it."

In a recent issue he said, "Why do certain advertisers repeat their entire sales story in the coupons of publication advertisements?" He then quoted an example—disguised, of course, but none the less recognizable, and followed up rather strongly on the subject with some pertinent remarks.

The other day he was handed a package, which, on being opened, revealed a letter and three photographs. The letter was kind to him—too kind for the magnitude of the crime he had committed. It was from this advertiser who had been held up to the Class as such a bad, bad example.

The photographs were very interesting. On the back of each photograph the advertiser had noted just what it represented.



Does Your National Advertising Pay?

MANUFACTURERS in increasing numbers now sensibly justify their enormous advertising expense by following through and obligingly showing consumers *where* they may buy. Flexlume Electric Signs on dealers' store fronts solve the problem. Results are immediate and astonishing.

Let us explain our trial test plan. By it you can obtain convincing proof through experimental installations, and still take advantage of quantity prices. Dealers often gladly co-operate.

FLEXLUME CORPORATION

1040 Military Road

Buffalo, N.Y.



Pictures that Sparkle

ARTGRAVURE pictures seem to step out of the page to meet the reader.

That's one reason why Pictorial Printing has been so successful in the direct advertising of many National Advertisers.

Our Booklet Explains it.

ART GRAVURE CORPORATION

**ART
GRAVURE**
Pictorial Printing
NEW YORK CLEVELAND
406 WEST 31ST ST. PLAIN DEALER BLDG.

EVENING HERALD
Los Angeles, Cal.

Gained 7,249
Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

It Covers the Field Completely

REPRESENTATIVES:

H. W. Meloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg., 6
North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

For instance in Exhibit A there were two big cartons from which were tumbled the partial coupon returns from New York City alone. Remember, this was the self-same coupon which had been mentioned somewhat critically. Exhibit B (the most damning of all) showed a big wicker basket, holding letters from individuals who had *copied the coupon text verbatim*. And this after the Schoolmaster had said that a repetition of the sales story only put words in the mouth of the prospect! The third photograph was a closeup showing some of the letters which quoted the coupon verbatim.

And so this genial advertiser made the Schoolmaster say "Yea." The doubt, however, still remains. It may be that in the case of this particular advertiser the plan worked. In others it might not. The Schoolmaster wishes that "the others" might turn up. He is human and the evidence is almost overwhelming.

* * *

When C. S. Baur, general advertising manager of *Iron Age*, opened his mail the other morning, a contract with a most unusual literary-legal twist tumbled out on his desk. Mr. Baur, surmising that the Class would be interested in the document, immediately sent the Schoolmaster a copy of it.

The contract was prepared by Russell T. Gray for the Dings Magnetic Separator Co. The "special conditions" attached to the contract are that it is non-cancelable. But instead of using

American Lumberman

Published in CHICAGO

Member
A.B.C.

READ wherever
Lumber
is cut or sold.

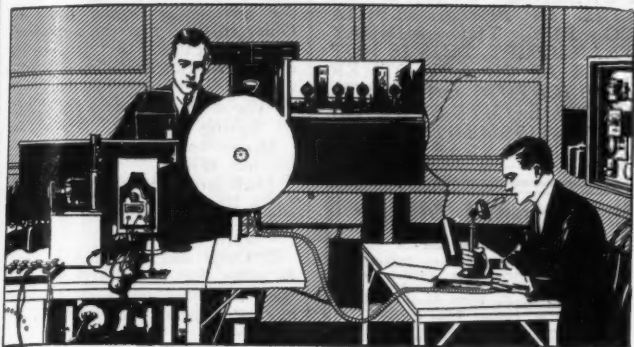
"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG



In the Bell System laboratories speech sounds are recorded on the oscillograph with a view to their subsequent analysis.

The service of knowledge

The youthful Alexander Graham Bell, in 1875, was explaining one of his experiments to the American scientist, Joseph Henry. He expressed the belief that he did not have the necessary electrical knowledge to develop it.

"Get it," was the laconic advice.

During this search for knowledge came the discovery that was to be of such incalculable value to mankind.

The search for knowledge in whatever field it might lie has made possible America's supremacy in the art of the telephone.

Many times, in making a national telephone service a reality, this centralized search for knowledge has overcome engineering difficulties and removed scientific limitations that threatened to hamper the development of speech transmission. It is still making available for all the Bell companies inventions and improvements in every type of telephone mechanism.

This service of the parent company to its associates, as well as the advice and assistance given in operating, financial and legal matters, enables each company in the Bell System to render a telephone service infinitely cheaper and better than it could as an unrelated local unit.

This service of the parent company has saved hundreds of millions of dollars in first cost of Bell System telephone plant and tens of millions in annual operating expense—of which the public is enjoying the benefits.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

BELL SYSTEM

One Policy, One System, Universal Service

HUNDREDS STAND IN LINE IN PHILADELPHIA TO BUY THE SUNDAY TRANSCRIPT. THIS IS NOT TRUE AS TO ANY OTHER PUBLICATION ON EARTH. NEVER SOLICITED AN ADVERTISEMENT IN SEVENTY-FIVE YEARS.

National Miller

Established 1898

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.
630 W. Jackson Blvd. Chicago



Howell Cuts

for houseowners direct mail and other advertising
ask for proofs
Charles E. Howell • Fifth Building • New York

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers - National, State and Local - Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each by refund of

ROSS-Gould Co. 547 N. 10th St. St. Louis

Get It FREE!

"In the Public Eye"

A booklet on Movie Advertising
STANDARD SLIDE CORP., 209 WEST 48th ST. NYC

that prosaic, over-worked word, the advertising agent drew on Omar to state that the agreement was irrevocable. In Omarese the word "non-cancelable" reads this way:

"The moving finger writes; and, having writ,
Moves on: nor all your Piety nor Wit
Shall lure it back to cancel half a line,
Nor all your Tears wash out a word of it."

If Omar had written that verse to order for an advertising contract he could not have made it more appropriate nor stated it more effectively.

* * *

The Schoolmaster understands that, thanks to modern inventions and conveniences, the problem of keeping boys on the farm is not nearly so acute as it was a few years ago. And now comes the superintendent of a Western lumber camp with the same idea in mind. This gentleman advertises in a city newspaper for a time-keeper who "must be expert in the operation of a radio set; novices need not apply."

This marks quite an advance in lumber-jacking over the old days of the beanhole and the tin plate, but is bound to help stabilize the labor supply in that essential industry. When a man can come in from a day's work in the woods, consume an enormous well-cooked supper, smoke his pipe in peace and enjoy a wide variation of radio concerts, a precarious job in the city is not going to look nearly so good to him. The same general consideration applies to the farm. The net result can hardly help but be beneficial to the future of business.

LETTERING and DECORATION

111 W. 28th
NEW YORK

RALPH E. DEININGER, LACKNA
ADVERTISING DESIGNER 17-29

Until Sept. 8th, Address Mr. Deininger at Diamond Point, Lake George, N. Y.

COLOR,
PERMANENCE AND
ECONOMY

PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins
in 137 cities and towns of Northern N.E.

KIMBALL SYSTEM
LOWELL, MASS.

It is heartening to observe recurring instances of the "friendly gesture" in the offices of companies that are much called upon by salesmen. Even in New York, where executives and buyers are reputed to be hard to see, there are increasing manifestations of the "glad you called" spirit.

The Schoolmaster was warmed to his heart's centre the other day when he dropped in at the office of a large concern in the women's ready-to-wear line, to see prominently displayed over the reception desk a framed panel bearing these words in large lettering:

"Whether you come to see or come to sell—

Whether ybu come to buy or were 'just passing by'—

You are heartily welcome."

There was something so invigorating about the cheery tone of this greeting that immediately it inspired respect and put us on our mettle not to abuse the invitation. It was a friendly challenge to be brief and considerate of the time of the man we called to see.

* * *

Down in the busiest section of downtown New York, in a very busy office, where salesmen call in generous numbers all day long, there is another "greeting card" that is worthy of mention in this connection.

At the top of the card, which hangs in a frame, is a photograph of the reception room. Two or three salesmen are pictured sitting on the "Mourners' Bench," while another is addressing the girl at the switchboard. Prominently

Selective Personnel Service

INCORPORATED
(Agency)

AN organization specializing in the selection of men and women qualified for positions of responsibility in the advertising, publishing, printing and allied industries.

A service co-operating with advertising and merchandising organizations in securing capable executives of varied experience for their clients.

No Charge to Employers

30 East 42nd Street
New York City

Telephone: Vanderblit 8240

The Interesting Commonplace

My forte is finding the interest. As editor of your house organ, or on the editorial staff of your trade paper, I will contribute something of readability to your publication. Not in New York, so you'll have to write for further details to "A," Box 253, Printers' Ink.

MULTIGRAPH RIBBONS RE-INKED



Our process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 2 Ribbons to be Re-Inked at our expense

W. SCOTT INGRAM, Inc.

Dept. B, 67 West Broadway, New York City

CANADIAN ADVERTISING

SMITH, DENNE & MOORE.

LIMITED

TORONTO
Lumsden Bldg.

MONTREAL
275 Craig St. W.

SALES-PLANS

Advertising Campaigns

Sales-Promotion Literature

originated, prepared and operated—sales and advertising departments organized—salesmen trained—by high-grade organization of Sales Managers and Publicity Men of international reputation in successful marketing of varied commodities and specialties, through trade channels and by mail-order. Creative sales and publicity work in English, French, Spanish, Italian and German—throughout the United States, Canada, Europe and South America. Strictly personal service—on contract price or part-time fee basis. Highest references and credentials.

Loomis-Cornut and Associates Incorporated
Suite 1011, 25 West 44th Street, N. Y. C.

An Opportunity For A Manufacturer With National Distribution

Owner of patents on a new and inexpensive

FIRELESS COOKER

desires same marketed on a royalty basis. Fully tested and approved by authorities on cooking. Useful as an electric or non-electric cooker.

For further particulars address "Cooker," Box 260, PRINTERS' INK.

Sales Manager—Executive

Competent executive. Record of success. Skilled in creation purposeful advertising. Sales forces handled, 8 to 100 men. Executive experience 17 years. Endorsements highest. Salary and bonus. "E," Box 259, Printers' Ink.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue, New York

printed in red above the photograph are the words, "Don't Wait." Below the picture is the following message:

VISITORS PLEASE NOTICE

If you are not waited on promptly, please ring this bell. If you do not promptly see the party you wish to see, do not hesitate to ask for him a second time. While we can not always see you immediately, we want to save you as much time as possible.

A push button on the wall is located beneath the card.

The Class may well ponder whether a salesman doesn't present a better proposition when the invitation to come in implies that he must have a good excuse to ask for an interview or he would not have called.

Sales Show Steady Increase Following Use of Trade-Mark

Following the adoption and advertising of a trade-mark on a line of washable frocks the sales of the La Crosse Garment Company, La Crosse, Wis., have increased each year an average of 240 per cent. PRINTERS' INK is informed by W. Baeder. The trade-mark that aided this growth in sales volume is "Stone-Made" and the company has made application for its registration with the United States Patent Office.

Color Advertising for Belding's Silks

Belding Bros. & Company, New York, manufacturers of spool silks, embroidery silks and fabrics, inform the trade in business-paper advertising that full-pages in color will be used in the winter issues of four national pattern quarterlies. This advertising will give the pattern numbers of garments illustrated together with the names and yardage of the Belding's silks required to make them.

STATIONERY BOXES

TAGS OF ALL KINDS

FOR PRINTERS

CAMPBELL BOX & TAG CO.
SOUTH BEND, INDIANA

THE DEALER PAPER OF THE BUILDING FIELD
BUILDING SUPPLY NEWS CHICAGO
ABC AND ABR

Class
each
cents

BUS

Printing

Print
Corner,

OUR AG
ING LI
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S. Keye
Building

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excellen
Box 7,

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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

OUR ACCURATE SOUTHERN MAILING LISTS will help you sell in the South. Write for prices. The Kenneth S. Keyes Co., List Dept., 325 Cooper Building, Atlanta, Georgia.

FOR SALE

Second-hand "Attract-O-Scope" in excellent condition. Address P. O. Box 7, Station F, New York City.

SALES AGENCY FOR PACIFIC COAST

Sales representative, successful record, now in the East, returning shortly to Coast. Prefer established specialty or commodity suitable for automotive supply dealers or contractors and builders. Box 389, P. I.

HELP WANTED

WANTED—A Business manager for a Chamber of Commerce House Organ. Must be able to sell advertising. Application by letter only. 451 Main street, East Orange, N. J.

Advertising Solicitor—Young man with convincing personality, high-class magazine. Splendid opportunity. Write detailed letter of application. Box 476, 2501 World Tower Bldg., New York City.

WANTED—ASSISTANT TO PRODUCTION MANAGER

Young man or lady who understands make-up. Address Box 394, care of Printers' Ink.

Chicago Office of Daily Newspaper Representative is open to young man qualified to assume same at reasonable salary. To have application given consideration, state fully in one letter, qualifications as to experience, salary expected, knowledge of Western field, age, nationality, religion, etc. Box 366, P. I.

ADVERTISING AND SALES PROMOTION MANAGER

High-grade woman's specialty shop in a large Middle East town. An applicant must have education, culture and background of metropolitan experience. Box 391, P. I.

Copy and layout man and visualizer, prolific producer, familiar with art work, engraving and printing, wanted as Production Manager growing New York agency. Send samples and give full history of self. State salary. Box 384, P. I.

PRODUCTION MAN who, in addition to knowing all phases of production, has ideas, can make layouts and plan literature, etc., and talk to clients. Splendid opportunity to man who can qualify. Only letters stating full particulars will be considered. Box 392, Printers' Ink.

WANTED—THE RIGHT MAN

A large and old-established publishing house wants to find an experienced advertising salesman who is mentally and temperamentally equipped to approach and convince the leading men of an important industry. He must be a big man for a big job. If such there be who read this, let him write full particulars in confidence to Box 387, Printers' Ink.

ARTIST

GOOD high priced figure man in either line, wash or oil, to do National Advertising Illustrations in a New York Studio. Write us or send samples which will be returned safely to you.

Box 369, Printers' Ink.

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and layouts? If you have newspaper experience in this line and are ready for new connection at around \$40-\$50, we have opening that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Wanted—Advertising manager and sales promoter for a medium-sized Western department store. Will consider only a man who has experience in this work in a department store. Apply Robert J. Alexander, 23 E. 26th St., New York City.

AGENCY MAN WANTED TO PRODUCE BIG BUSINESS

Successful, financially sound advertising agency, headquarters New York, offers substantial opportunity, including chance to share in the net profits of the Agency, to a reliable account executive capable of selling big prospects. For such a man we have an opening that represents earning possibilities that are much larger than is customary in the average high-grade agency. All of our executives know of this advertisement, so you may address in confidence President, Box 393, P. I.

Salesmen with Advertising Ability Wanted

One of our clients needs several salesmen, to start Oct. 1st, to act as permanent territorial representatives in different parts of the country. This client makes food products which are backed by consistent advertising. They sell one exclusive distributor in each city or large town, who sells to local dealers. All salesmen must be well educated and must possess advertising experience and executive ability, which will enable them to teach and inspire the distributors to sell, advertise and merchandise the products according to the plans and material which are supplied to them each year. Men without these qualifications do not make good in this business.

Salary and expenses for minimum amount of business. Bonus on all over minimum. An ambitious worker can make \$5000 per year or more. Fine chance for advancement. Men between 28 and 35 are preferred, who are now employed, who are willing to stay out on the road and who are looking for a better opportunity. Write a brief account of yourself in your own handwriting. All negotiations confidential.

AUBREY & MOORE, Inc.
General Advertising Agency
210 EAST OHIO STREET
CHICAGO, ILL.

EXCELLENT OPPORTUNITY FOR SOME YOUNG ADVERTISING MAN
One of the smaller agencies has an opening in its Production Department for a young man of energy and ambition. He writes copy well enough to carry through on accounts planned out for him, he understands engraving, and if he likes visualization work, so much the better. The young man we have in mind is seeking a permanent connection with an agency that thrives on hard work and recognizes ability by rewarding it. State experience, present connection, salary desired, etc., etc., to Box 381, Printers' Ink. Personal interviews will be arranged later.

POSITIONS WANTED

INDUSTRIAL ADVERTISING MAN
Knows layouts, direct mail and production work. College education. Wants position with opportunity and responsibility. Available now. Box 367, P. I.

\$6,000 Financial Copy Man

Work in New York City. Address Box 365, care of Printers' Ink.

Secy.-Steno.—7 years' successful experience printing and advertising firms; expert stenographer plus ability to supervise office work, handle own correspondence, relieve busy executive. Box 373, P. I.

N. Y. ADV. WRITER

Eight years successful copy chief for big agencies. Box 371, P. I.

ADVERTISING MAN—Fifteen years' varied experience in planning and executing complete campaigns. Originator of the C. A. S. campaign appearing on page 68, July *Printers' Ink Monthly*. Box 383, Printers' Ink.

Secretary—Refined, well-educated young lady, expert stenographer-typist, possessing initiative, seven years' experience, including advertising newspaper syndicate, desires responsible position. \$32-\$35. Box 386, Printers' Ink.

MAIL ORDER EXECUTIVE AND WRITER AVAILABLE

Wide experience including proprietary. Analysis, originates, plans, writes letters, broadsides, advertisements; 5 years' agency executive; all or part time. New York City or vicinity. Box 370, P. I.

ARTIST AND VISUALIZER

Illustrator, letterer and designer with excellent experience. Has laid out and executed national campaigns. Works in pen and ink, water color and oils. Age 31. Married. Box 360, P. I.

SUCCESSFUL CLASS or TRADE MANAGER-PUBLISHER

will manage or take over unsatisfactory journal on profit-sharing basis.
Box 359, Printers' Ink

Art Director and Visualizer, experienced in national campaigns, seeks connection with agency in New York City. Box 368, P. I.

COMIC ARTIST

desires evening work. Comics in various styles and mediums. Moderate rates. Box 380, Printers' Ink.

ARTIST

Color specialist. Poster design, ideas and good layouts. Ability and brains. Address Box 379, Printers' Ink.

EXECUTIVE MATERIAL

Secretary to agency executive. Young man, university training for and experience in advertising field. Knowledge mechanics of advertising. Excellent detail man. Box 372, Printers' Ink.

ADVERTISING SALESMAN—Open for trade-paper representation Mid-West territory. Have established office, Detroit. Salary or commission, will travel. Splendid references. Can be interviewed, New York City. Box 388, Printers' Ink.

I will look after your affairs wisely and intelligently, advise with you, take charge of your office, correspondence, advertising; in general act as your second self. Executive ability, advertising writing experience. Box 390, Printers' Ink.

Sales Executive

Thirty-eight, married, American, can direct road force, organize mail order dept. and prepare catalog; expert correspondent. Thoroughly experienced. Prefer Chicago. Box 376, P. I., Chicago Office.

CIRCULATION MANAGER—PART TIME

Expert in promoting general and trade publications. Successful collector of subscription and advertising accounts. Highest references. An opportunity for publishers to get trained man's services for small cost. Box 377, P. I.

Available Sept. 1, a real copy-writer—and that don't mean maybe!

Young man, 33, Columbia Univ. advance, retail store, manufacturing, adv. agency experience. Knows layouts, typography and other details. Make a cracker-jack adv. mgr. or account executive. And all for \$50 per week to start. A bargain! Address Box 378, P. I.

BUSINESS EXECUTIVE AND ORGANIZER

Thirteen consecutive years' successful experience, on own initiative, in field promotion and general management of commercial bodies in both building and printing and advertising lines. Experience embraces production, sales and finance, research and business counsel, publicity, sales copy writing, editorial, and legislative work. Open for position with commercial organization, corporation, or firm, on or before December 1st. Address Box 385, P. I.

YOUR FOLLOW-UPS, letters, direct-mail pieces—are they weak, spasmodic, ineffective? Do your advertisements lack punch, pulling power? If so, let this seasoned writer increase your inquiries, effect more sales and cut your sales costs. Box 375, Printers' Ink.

DO YOU NEED ONE?

Technical graduate, experienced in copy writing and sales correspondence, would like to hear from progressive advertising concern. Ability to put a "kick" into technical copy. Age 27. Philadelphia or vicinity preferred. Box 382, P. I.

ADVERTISING MAN

with long experience in trade paper and newspaper advertising and agency work, both as office executive and outside selling. Thoroughly familiar with details of handling local and national accounts and writing copy. Experience covers middle west and eastern territory, including New York City. Now available. Address Box 361, Printers' Ink.

ADVERTISING WRITER—Chief copy-writer and assistant advertising manager prominent New York manufacturer mechanical products over three years; one year sales promotion manager and assistant advertising manager soft drink manufacturer; agency experience wide variety products; desires position as advertising executive, or extremely difficult, well-paid copywriting job. What have you? What will it pay? Box 374, Printers' Ink.

An agency man now employed in New York at \$5,000, on copy and contact work, desires to make a change about Aug. 15 because of changing conditions within the agency. Experience ranges from automobile and financial to industrial accounts. A young man, age 31, with an occasional idea, who can weave a persuasive selling message into interesting copy, one who can say much with a few unadorned words, whose contact with accounts and co-workers has always been pleasant. Box 362, P. I.

Sales Manager Available

Intelligent and aggressive man, Christian and married, who knows saleswork in all its branches and whose experience has taught him sound methods of sales and business building, is now available.

In addition to saleswork this man has had four years extensive experience in advertising, has directed campaigns and contacted with agencies. Will consider opening as assistant sales manager, if prospects are favorable.

Box 364, Printers' Ink

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The
Boston Herald-Traveler
*not only leads but regularly
 increases its leadership*

This year, as for years past, The Boston Herald-Traveler has led all other Boston Dailies in total advertising.

Again this year, the margin of leadership has been materially increased. In 1923, The Herald-Traveler carried 308,301 more lines than the second paper.

During the first six months of 1924, The Herald-Traveler has carried 567,067 more lines than the second paper.

More advertisers each year travel the road to Buying Boston—and a larger percentage each season reach Boston's Best Market through The Herald-Traveler—because it pays!

**Total Daily Advertising,
 including all Display and Classified**

Herald-Traveler	4,599,091
Post	4,032,024
Globe	3,951,551
Transcript	3,851,926
American	2,401,550
Advertiser	725,173

Figures compiled by Boston Newspapers Statistical Bureau

To visualize the Boston Market correctly—and to understand the value of The Herald-Traveler circulation to your sales plans, write for the booklet, "The Road to Boston." It is free upon receipt of a request on business stationery.

Radio Manufacturers!

IN a recent radio survey made by The Chicago Tribune, 88% of the radio dealers were found to be readers of The Tribune.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Tribune's 1924 BOOK of FACTS on Markets and Merchandising will be mailed free of charge to any selling organization requesting it on business stationery.